



Final Report
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Palestine Trade Center (Paltrade)

Date: 20-12-2006

Palestine Trade Center – Paltrade

PalTrade's Purpose is to lead the development of Palestinian trade as a driving force for sustainable national economic growth. As the National Trade Promotion Organization, PalTrade advocates a competitive, enabling business environment and is dedicated to improving trade competitiveness through trade promotion and capacity building. PalTrade supports the fostering of international best business practices and quality standards among professionals, firms and business organizations. PalTrade is the leading Palestinian private sector institution supporting an integrated national trade development plan based on the coordination of industry sector marketing and the development of Palestine's national business brand.

PalTrade's Mission– Developing Trade Through:

- Advocating a competitive, enabling business environment
- Improving trade competitiveness through trade promotion and capacity- building
- Fostering international business practices and standards among professionals, firms and business organizations
- Providing trade-enabling knowledge

PalTrade's Principle Departments Sustain The National Trade Support Network:

Trade Policy: Managing issues within the economic, tax, legal and regulatory environment. Policy management, advocacy, and governance reform represent the key areas. We sponsor the Annual National Economic Dialogue Conference to ensure effective public-private dialogue.

Trade Promotion; The essence of the national trade support network is captured in the Trade Promotion activities. Overseas offices, trade shows and special events, marketing, communications and public relations. Builds and enhances the Palestinian national brand.

Trade Development: Economic growth initiatives, capacity-building, training, technical assistance and sector development. PalTrade promotes professional management through training, certification.

Trade Information: Collecting, analyzing, and disseminating commercially valuable information lies at the center of Trade Information department. It hosts the library, central database, and international database linkages for private sector use.

Trade Development Department

As an integral component of PalTrade's mandate, the Trade development Department consists of two key functions being:

- **Sector Development:** This consists of four sector managers who set the framework for all trade development and promotion activities in addition to providing export advisory to firms within their sector.
- **Training Division:** Depending on the scope of training programs, this division consists of mainly three staff members who in response to identified training needs assess available capacities to execute various training programs.

Sector Planning & Development

Objective:

To develop strategic plans for the development and promotion of targeted sectors and support to key sectors

Impact indicators:

- Completion and maintenance of 5 sector plans
- Production of export packaging guides
- Stone sector environmental assessment
- Merchandising and sales support in furniture
- New sector research (garments, handicrafts & construction)

Work started in identifying and utilizing sound and reliable sources of market information as input for the sector development plans. Followed by Analyzing and incorporating critical market variables in each of the above sector marketing plans and then reviewing the strategies with corresponding sector / industry associations

Sector Trade Development Strategies have been finalized for the stone and marble sector and the furniture sector and the tourism sector. A master trade development strategy has also been developed. In addition, the Trade Development Department supported the development of three agribusiness trade development strategies – cash crops, processed food, and olive oil.

Developing Sector Briefs:

The update of economic sector information was in the form of sector briefs. Briefs detail the characteristics of the most important economic sectors in Palestine. A standard structure for the briefs was developed in the format of an outline, so as to collect comparable information for each economic sector. The briefs include information on: market and completion, products and services, industry trends, sector output and capacity, sector structure, a sector map, employment, key industry ratios and other information.

The stone and marble industry has been chosen as a pilot for the development of the first sector brief, one of several steps taken towards the initiation of this development was Paltrades' participation in a series of Stone & Marble workshops which aim at better understanding the Stone & Marble cluster. All in an effort to launch the right type of initiatives which will help in its development. The workshops were organized by The Development Alternatives Institute, (DAI), and brought together representatives of the Palestinian Union of Stone & Marble, PalTrade and other organizations. Paltrade also participated in the IT sector meetings organized by DAI. The workshops discussed cooperation between stakeholders for the common goal of developing the stone and marble cluster. A series of workshops is planned for the near future, in an effort to gradually develop an overall strategy for the stone and marble sector and to strengthen cooperation.

5 sector briefs were developed for the following sectors:

- 1- Cash crops
- 2- Furniture
- 3- Stone and Marble
- 4- Garments and Textiles
- 5- Tourism

Exporter Services

Objective: To provide exporters with export development support in terms of trade leads, communications, logistics, information, and advisory services.

Performance & Impact indicators:

- Needs-based logistics, communications, promotion, advisory, or information support to at least 20 exporters
- develop comprehensive programmed approach for providing sustainable export services

Achievements:

- Provided trade contact for Palestinian ceramics and handicraft sector with a Danish company (PalPot) with an interest in importing Palestinian ceramics and other handicrafts. PalTrade established contact with the handicrafts associations in Hebron and Bethlehem, which represent a number of handicrafts suppliers. The Danish firm purchased a number of samples from Tamimics, a Hebron ceramics establishment, and other firms and discussed future order and shipping arrangements, and visited a number of suppliers.
- **Jordan Market Entry Program:** Visits to companies were completed, three interested firms from Gaza, and three to six interested firms from the WB have joined the program, the process is ongoing for collecting their data and products' specification. Amman Trade Office is preparing the market overview for the participants' possibility for more visits to additional companies

Market Information & Research:

The Market Access program has conducted and finalized several market studies; including the following:

- The Jordan market entrance study, for the benefit of a Palestinian company which provides specialty security gates. The study addressed the overall prospects of the Jordanian economy, with special

focus on the Jordanian construction sector. The study also addressed issues pertaining to distribution channels, transportation, borders, exporters and importers of similar products, and potential customers and product carriers in the Jordanian market. Currently and after finalizing the study, an effort is being made to coordinate business meetings with potentially interested Jordanian partners.

- A stone and marble market study: The focus of this study was on the types and quality levels of stone used in construction in the Jordanian market, the overall construction industry in Jordan, demand /supply issues, competition, pricing, and other issues of relevance.
- A market access study was conducted in the area of agribusiness, the study focused on potential marketability, demand, and overall access of agricultural products, particularly; strawberries, processed meats, and cut flowers into the Jordanian market.
- Market access and feasibility studies were conducted for several potential projects:
 - The construction and management of an exhibition center in Palestine.
 - The opening of trade centers in both Algeria and Qatar.
 - The idea of establishing a periodic exhibition, for Arab products in general. Such a regional exhibition will be tool to promote businesses in the Arab region.
- The Market Access Program in Jordan has been continuously providing trade information to Palestinian business people and companies, and to Jordanian and other companies, interested in the Palestinian markets and in Palestinian products.

Israeli- Palestinian Textile & Garment B2B Conference

Date: April 5, 2005

Location: Tel Aviv

Sector (s): Textile & Garment

Participants: Israeli & Palestinian Textile & Garment Companies

Number of Participants: 22 Palestinian Companies & 21 Israeli Companies

About:

It's a Business to Business meeting between The Israeli and Palestinian textile companies in order to maximize the Palestinian marketing opportunities and sales in the Israeli market.

Goals and Achievements:

- Number of Attendees: 22 Palestinian companies and 21 Israeli companies.
- 9 Palestinian companies revitalized their business relations with Israeli companies and identified possibilities for future cooperation.
- 75% of Palestinian participants have closed business deals or potential near future deals.

Israeli- Palestinian Handicrafts B2B Conference

Date: July 12, 2005

Location: Tel Aviv

Sector (s): Handicrafts

Participants: Israeli & Palestinian Handicrafts Companies

Number of Participants: 31 Palestinian Companies and 15 Israeli Companies



About:

It's a Business to Business meeting between the Israeli and Palestinian handicrafts companies in order to increase marketing opportunities and sales in the Israeli market, as well as the international markets, since many Israeli trade companies enjoy strong marketing channels in Europe and the US.

Goals and Achievements:

- 25 Palestinian companies revitalized their business relations with Israeli companies and identified possibilities for future cooperation through B2B meetings with Israeli companies.

British Designer's Workshop

Date: May 8 - 12, 2005

Location: Ramallah and tour in other West Bank cities

Sector (s): Handicrafts

Participants: Embroidery Workshops

Number of Participants: 8 Palestinian representatives

About:

The program inspiration evolved from the Palestinian Exhibition for Souvenirs and Handicrafts that was organized in November, 2004 in London at the Arab British Chamber of Commerce and in cooperation with the Palestinian Ambassador to the United Kingdom Mr. Affif Safieh.



Goals and Achievements:

- 12 visits were made to various Palestinian heritage institutions.
- 8 Palestinian embroidery producers were visited, their work was observed by the designers. Fields of cooperation were investigated and discussed.
- Samples of desired work were given to Palestinian producers to constitute for future orders.
- A team was formulated to revitalize the Palestinian embroidery; this team will include the visiting designers and will be led by PalTrade.
- 16 local associations were represented in the workshop.

- Stephan Jones, one of the British designers who work with hats and bags, sent us some samples in order for Palestinians to put their embroidery on, and so he can exhibit them in one of his shows.
- We contacted one of the Palestinian designers in order for him to coordinate work between the designer and the Palestinian organizations.
- He did a great job by sending these samples to different organizations and completed the process by sending the ready samples back to London.

Palestinian Quality Mark Program (PQM)

Date: March 2005 – March 2006

Location: Ramallah

Sector (s): Food & Beverages

Participants: Food & Beverages companies

Number of Participants: 25 persons

About:

This program is the first of its kind in Palestine where a Palestinian institution worked closely with PSI to implement PQM requirements in industrial firms. Furthermore, implementation of the PQM requirements will be the responsibility of the firm's under the supervision of PSI local experts



Goals and Achievements:

- Raise awareness of food processing firm's managers and quality officers toward quality mark benefits and importance: through 3 awareness workshops held in Nablus, Hebron and Ramallah.
- Qualify firm's technicians and engineers in terms of Quality Mark requirements: through three training sessions held in Nablus, Hebron and Ramallah.
- Implement Palestinian Quality Mark system in selected food firms: support 20 selected food firms to implement Quality Mark System, these companies were identified according to their commitment and ability which should be clarified through the above mentioned phases of the program.

Sector Planning Retreat:

To start off the New Year of 2006 with a clear vision and realistic objectives, the Trade Development Department organized a Sector Planning Retreat. The event took place on the 24th and the 25th of November 2005, in the Royal Court Suite Hotel in Ramallah, and brought together PalTrade employees from Gaza, Ramallah, and Amman offices.

Retreat Objectives:

The retreat's most important objectives include the following:

- To identify sector-based priorities for targeted productive sectors for PalTrade activities and services.
- To review and evaluate PalTrade's activities in each sector and overall performance during 2005.
- To develop sector based work plans for 2006 and PalTrade's overall work plan for 2006.

- To bring PalTrade staff towards a collectively clear understanding of achievements and challenges faced by the Palestinian economy in general and each economic sector in particular, and discuss potential strategies and plans.
- To achieve staff bonding, and create an overall harmonious work environment, through enhancing communication, and teamwork among PalTrade employees, and to get everyone on the same page in terms of understanding objectives, strategies, internal operations, and where PalTrade is today and where it's headed- all essential in achieving common goals and enhancing organizational culture.

Main Retreat Activities:

The retreat included intense presentations by the different departments including:

Sector presentations: Presentations covered the following sectors:

- The Furniture Sector
- The Olive Oil, Agribusiness Sector
- Stone and Marble
- Tourism
- Textile and Traditional Industries
- Information & Communication Technology ICT
- Pharmaceuticals

The presentations showed the following issues:

- Sector profile; a brief about the sector and the related trade associations
- Sector Achievements in 2005
- Sector development Strategy including vision, mission and goals.
- Sector development priorities – 2006
- Sector work plan 2006

Departmental presentations addressed the achievements of 2005 and presented visions and plans for 2006, including the following items:

- Department strategy and approach
- Department Achievements in 2005
Department plans 2006.

Training Division

Goal: To minimize capacity constraints identified through strategic development plans or through recommendations and evaluations conducted during the delivery of training programs.

Training “Export Marketing Seminar”

Objective:

To allow the participating company representatives to have a better understanding of overall Export Marketing concepts.

Key learning topics covered:

- Structure and trends of European markets: European Union (EU), European Free Trade Area (EFTA), and European Economic Area (EWR).
- How to identify potential customers in foreign markets.
- Potential products, distribution channels, communications polices, specifically in the EU.
- Development of foreign marketing concept & plan.
- Elements for successful trade fair marketing & the importance of event marketing.
- Financial aspects of export marketing
- Intercultural differences of business communication.
- Services of SIPPO & how to benefit from these services.

Performance & Impact indicators:

- Number of participants registered to be 25
- 75% of the trainees should attend 80% of the training hours.
- At least 70% of the trainees should positively evaluate the overall learning benefits received with respect to better understanding the overall Export Marketing concepts
- At least 75% should positively evaluate learning benefits received on key elements for successful trade fair participation and event marketing.

Achievements:

- PalTrade has arranged for a three day Export Marketing Seminar between February 22nd and 24th at the Best Eastern Hotel in Ramallah administered by International Marketing experts from the Swiss Import Promotion Organization – SIPPO.

- The performance indicator was achieved through the attendance of 25 company and private sector representatives. Additionally, more than 95% of participants attended 100% of the contact hours.
- 89% of participants positively evaluated the benefits received from the Export Marketing Seminar
- 100% of participants evaluated the learning benefits received on key elements for successful trade fair participation and event marketing excellent and good.
- At the end of the third day, participants were given certificates of completion certified by the School of International Business of Switzerland, SIPPO and PalTrade.

Training “Eagle of Management in the International Market Horizon”:

Objective: To provide Palestinian company representatives with the knowledge required to better manage their operations specifically their sales and marketing functions to better compete in the international and local markets

Key learning topics covered:

Professional Management Fundamentals for International Trade Business

Effective International Managerial Communication Skills

How to be Creative on the Job Conquer the Brain Drain

Motivating your International Business Team

Problem Solving with International Transactions

Being Assertive at the Job

Negotiating International Deals

Performance & Impact indicators:

At least 15 General Managers from WB&G should attend.

At least 60% of the trainees should positively evaluate knowledge gained.

Performance & Impact indicators achieved:

- 23 General and Marketing Managers from WB&G were able register and arrive to Cairo, 2 participants were unable due to complications in acquiring Egyptian entry visas
- 95% of the participants attended 100% of the contact hours
- 86% of the trainees agreed that the training program has achieved the goal of acquiring the knowledge to better manage their operations specifically, their sales and marketing functions to better compete in the international and local markets

- 91% of the trainees believed that they could implement what they have learned during this training in their business operations.

Navigating Export Procedures: May-July 06

The training aimed to give representatives of participating companies a better grasp on overall Export procedures, including the understanding of different economic agreements which influence their businesses, In addition to the agreements on internal & external crossing points. The workshops conducted in five cities, including; Tulkarem, Bethlehem, Qalqilya, Jericho and Gaza

Objectives:

- To increase the knowledge of the Palestinian companies on the steps of the export process including the trade agreements.
- Increase the awareness of the Palestinian companies on the export procedures at internal and external borders.

Target group:

General Managers, Marketing managers in the Private sector companies who are exporting or have the potential to export.

- An agreement was reached with the federation of Palestinian Chambers of commerce to hold the workshops in coordination with the Federation in order to disseminate the information to most of the private sector companies.
- During the workshop the participants discussed their personal experience in exporting and the main obstacles they faced during the export process.
- The participants requested that such workshops should be held regularly due to its importance to the Palestinian Exporter.

Impact:

- The training was held in Tulkarem , Jericho , Bethlehem , Qalqilya and gaza
- The number of participants attending the workshops reached 143, the majority of which are from the originally targeted group (General Managers & Marketing Managers in the private sector companies).
- 90% of the participants believed that they will be able to execute the knowledge gained in their workplace.

International Computer Driving License – ICDL:

A survey targeting more than 300 companies revealed that 97% of supervisors believed that introducing computer competency training for their staff would enhance their operational efficiency. Consequently, the International Computer Driving License - ICDL was identified as the optimal means of enhancing computer competencies within private sector companies. It is anticipated that 200-224 interns or entry-level staff within private sector companies will be able to benefit from the two-month training whose impact will:

- Raise competency levels in Information Technology.
- Improve productivity at work.
- Reduce user support costs.
- Enable employers to invest more efficiently in relevant Information Technology systems that maybe adopted in the future.

The ICDL is a test of practical skills and competencies and consists of seven separate modules covering computer theory and practice, as follows:

1. Concepts of Information Technology (IT).
2. Using the Computer and Managing Files.
3. Word Processing.
4. Spreadsheets.
5. Database.
6. Presentation.
7. Information and Communication.

The validity of ICDL certification is underpinned by its worldwide acceptance as a benchmark for core end-user computer skills within various enterprises or institutional environment. Rigorous Syllabus definition and test development processes together with continuous auditing of test administration procedures ensure the quality and validity of the ICDL certification.

Objective: To advance computer competencies within IAP pool of beneficiaries and entry level staff within private sector

Performance & Impact indicators set:

- 200-224 trainees participate and successfully complete the training on behalf of their companies
- At least 80% of trainees get ICDL certification
- At least 70% positively evaluate the knowledge gained

Performance & Impact indicators achieved:

- 200 trainees registered for the program in West Bank and Gaza Strip
- 195 trainees completed more than 77% of required training hours
- Number of tests administered for the 7 modules is 1015 by 171 trainees; 86% of those tests were completed successfully with a passing grade.
- A minority of trainees were unable to complete the testing due to other obligations and external variables to attend on coordinated dates.
- 74% of the total number of tests administered resulted in the acquiring of UNESCO's International Computer Driving License for 96 trainees.
- 89% of trainees believed that ICDL was directly related to improving their workplace performance as such positively evaluated the knowledge gained through the program.
- Following PalTrade's pioneering of this program, several other organizations have begun to offer ICDL training programs in the West Bank and Gaza Strip, increasing the benefits and accessibility of this training.

Business Etiquette Training Program—Cairo Cairo: 30 September to 5 October, 2004

Business Etiquette of Fundamental Professional Leadership Skills for Professionals in the Business Market.

In order to continuously support the development of qualified pool of Palestinian professionals, Paltrade and Wood Industries Union organized the Palestinian training mission in Fundamental Training was held by the Protocol & Etiquette Academic Center of Excellency (PEACE) Center in Egypt, and funded by Islamic Development Bank.



More than 20 furniture support industry executives registered and pre-paid for the training, however only 9 were able to escape the tight Israeli grip placed on travelers out of the Gaza Strip. It is worthy to note that this group was held for more than 10 days on the Rafah exist point in order to cross over to their training venue. Successfully, the 9 participants were able to complete the training and create their own company's development plans that will eventually improve their management and marketing practices in order to have more professional presence in the marketplace. As a consequence of their positive evolutions, the participants also recommended future complementary workshops to be conducted by the PEACE center on: Projects managements, Orientation for new employees. Office management, marketing and communications

Export Marketing Seminar

Date: February 22 – 24, 2005

Location: Ramallah

Sector (s): Cross Sector

Participants: General and Marketing Managers

Number of Participants: 9



About:

A three days training program under the title of “Export Marketing Seminar”, aiming to allow the participating company representatives to have a better understanding of overall Export Marketing concepts administered by International Marketing experts from the Swiss Import Promotion Organization – SIPPO.

Goals and Achievements:

- Number of participants registered was 25, majority of which were from the targeted group profile.
- More than 95% of participants attended 100% of the contact hours.
- 89% of participants positively evaluated the benefits received from the Export Marketing Seminar
- 100% of participants evaluated the learning benefits received on key elements for successful trade fair participation and event marketing excellent and good

Sales Strategies and Techniques

Date: July 3 – 7, 2005

Location: Cairo - Egypt

Sector (s): Cross sector

Participants: Sales and Marketing Managers

Number of Participants: 23



About:

It's a five days training program under the title of "Sales Strategies & techniques", the program was designed to prepare sales professionals

with essential management skills to enable them to compete and grow in today's professional environment. It introduced the principles of sales activities and knowledge and skills needed by an active sales force to function effectively. Administered by the American University in Cairo & TAMI in Gaza.

Goals and Achievements:

- 23 participants from West Bank & Gaza attended the 5-day training program in Cairo.
- 100% of participant's believed that the training achieved its learning objectives of gaining the essential knowledge to better understand reasons for sales decrease and how to overcome them through better sales management techniques.
- 100% of participants believe that they will be able to execute the knowledge gained with in their workplace.

Maximizing Trade Fair Benefits

Date: July 2005 - January 2006

Location: Hebron, Nablus, Ramallah and Gaza

Sector (s): Cross sector

Participants: General Manager & Marketing Managers & employees

Number of Participants: 15-20 participants/ City



About:

Administered by PalTrade staff, four training programs took place in major cities (Hebron, Ramallah, Nablus and Gaza) the duration for each training program was two days. The training aimed to enhance company's capacities in maximizing the benefits from participating in trade exhibitions. .

Goals and Achievements:

- 80% of the participants agreed that they gained the experience on the exhibition organization.
- After the closing of the training course, each trainee achieved a project document for an exhibition that has close relation with his work in the aspects of budget, work plan, intensive information about the exhibition and selection of location and suites design in exhibition.

Training “Eagle of Management in the International Market Horizon”:

Objective:

To provide Palestinian company representatives with the knowledge required to better manage their operations specifically their sales and marketing functions to better compete in the international and local markets

Key learning topics covered:

- Professional Management Fundamentals for International Trade Business
- Effective International Managerial Communication Skills
- How to be Creative on the Job Conquer the Brain Drain
- Motivating your International Business Team
- Problem Solving with International Transactions
- Being Assertive at the Job
- Negotiating International Deals

Performance & Impact indicators:

- 15 General and marketing Managers from WB&G
- At least 60% of the trainees positively evaluate knowledge gained.

Performance & Impact indicators achieved:

- 23 General and Marketing Managers from WB&G were able register and arrive to Cairo, 2 participants were unable due to complications in acquiring Egyptian entry visas
- 95% of the participants attended 100% of the contact hours 86% of the trainees agreed that the training program has achieved the goal of acquiring the knowledge to better manage their operations specifically, their sales and marketing functions to better compete in the international and local markets
- 91% of the trainees believed that they could implement what they have learned during this training in their business operations

Hospitality Training

- In October 2005 PalTade had signed an agreement with the Arab Hotel Association-(AHA), to conduct 7 training courses for line-level and supervisory level employees within the tourism & hospitality sector
- The training aims to Improve and develop Palestinian hospitality skills in addition to upgrading the marketing edge of the hospitality sector in Palestine as it is designed to increase professionalism in the service field. It targets Line level staff & Supervisor level staff in the hospitality and tourism industry.

- 69 participants participated in these training, majority of which are from the targeted groups.

Trade Promotion Department

PalTrade's Trade Promotion successfully managed several events during the period of this agreement . Unfortunately, other events were forced to be cancelled due to problems related to the political situation on the ground and to the suspension of the USAID agreement starting from March 2006.

MARMOMACC International Exhibition—Verona

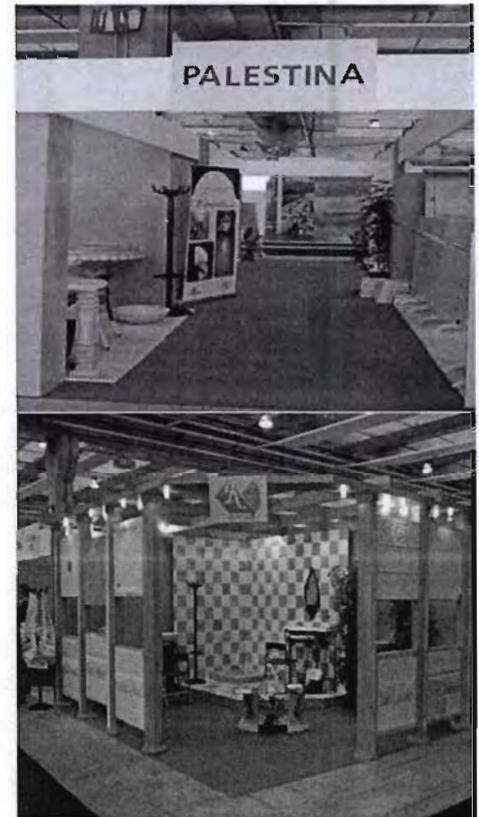
Verona: 7-10 October, 2004

In order to build on Palestinian participation in previous years, and to support and encourage the Stone and Marble industry in Palestine, PalTrade and the Union of Stone & Marble funded by USAID organized the Palestinian participation in the Marmomacc International Exhibition in Verona, Italy.

The growth and emphasis on export potential was highly visible at the Palestine Pavilion this year's Stone & Marble Exhibition. The number of Palestinian firms, as well as the space of the Palestinian pavilion, doubled from 2003 to 2004 with ten

companies exhibiting in spaces totaling more than 300 square meters. While the Palestinian pavilion hosted eight companies within a space of 184 square meters, a further two companies exhibited outside the Palestinian pavilion at independent displays.

Exhibitors' goals at this event were to promote highly specialized Palestinian stone and marble products to identify qualified for qualified customers and to sign agreements with international organizations. Feedback from participating companies was positive regarding the type of visitors and the potential of future deals. Eight of the ten participating companies actually closed deals at the event. Approximately ten containers were sold to destination such as the United States, Italy and France as a direct result of the exhibition.



Trade Mission to Fitur Tourism Fair

Date: January 26 - 30 , 2005

Location: Madrid, Spain

Sector (s): Tourism

Participants: Hotels, Tour Operators, Travel Agencies

Number of Participants: 6 Companies



About:

PalTrade's Tourism Sector Manager attended the Fitur Tourism Fair on a fact finding, data collection, networking and pre event preparation mission. The actual Palestinian participation at Fitur was also quite strong this year with over six companies participating together with various public sector participations lead by Minister of Tourism and Antiquities, Mitri Abu Aita. Furthermore, through generous support from the Spanish Cooperation, a new Palestinian Booth was built which will now be used at key international exhibitions such as ITB Berlin and WTM London.

Goals And Achievements:

- PalTrade representative met with the many media and travel magazines, several key tour operators who could potentially help organize the Road Show
- over 50 new contacts of journalists and tour operators were identified for tourism events

The 10th Islamic Exhibition

Date: February 5-9, 2005

Location: Manama, Bahrain

Sector (s): Cross Sector

Participants: Handicrafts, Food & Beverages Companies

Number of Participants: 27 Companies

**About:**

More than 25 Islamic countries have participated in the exhibition which was inaugurated by the Prime Minister of Bahrain and the Minister of Trade and Economy as well as the Ministers of participating countries.

The Exhibition was open only for Trade visitors in the first two days, and for the public in the rest of the exhibition.

Displayed products were mainly: Pharmaceutical, security doors, metallic shelves, shoes, stone & marble, handicrafts, food products (especially olive oil), plastic products, and children toys.

VIP visitors to the Pavilion were: Minister of Trade & Industry – Bahrain, Minister of Trade & Industry –Morocco, Minister of Municipalities-Bahrain, Islamic Center Head, Diplomats & VIPs.

Goals and Achievements:

- Sales of 95% of displayed products (i.e. total value of USD190,000)
- Business deals and agency contracts for 11 Palestinian companies
- Business contacts for potential business deals for 9 Palestinian companies.
- Executing custom duties exemption for Palestinian products

- Opened a solid market for Palestinian products.
- Presented Palestinian industries in a comprehensive manner covering most of the industrial sectors.
- A Successful Public Relations Campaign, in promoting and creating awareness for Palestinian products and companies.

BIT Exhibition

Date: February 12 – 15, 2005

Location: Milan, Italy

Sector (s): Tourism

Participants: Hotels, Travel Agents

Number of Participants: 5 Companies

About:

The representative was the Executive Director of ASTAP (Administrative Services for Tourism Association in Palestine). With 5 Palestinian companies exhibiting in the event, PalTrade supported the ED of ASTAP to provide logistical support and full representation to the private sector at the event.

Goals and Achievements:

- Continuation of the Fitur Mission was conducted
- Over 30 new contacts of journalists and tour operators were identified for tourism events

Cairo International Exhibition

Date: March 15 – 25, 2005

Location: Cairo, Egypt

Sector (s): Cross sector

Participants: Handicrafts, stone and marble, food and beverages companies and producers

Number of Participants: 15 Companies

About:

PalTrade led the Palestinian Participation at the Cairo International Exhibition, the annual international exhibition that was held in Cairo, Egypt. This participation aimed at promoting national trade industry, developing international business practices, and establishing business relations with potential customers. It was also a place where companies were able to sell their products directly to customers. The Exhibition brought together 68 participating countries from all over the world.

A total of 15 Palestinian companies from different sectors (Food and Beverages, Textiles

and Garments, Handicrafts, Stones and Marbles and others) participated in this event. The Palestinian pavilion was 200 sqm. . The event was made possible by the generous funding from USAID and the IDB.

Goals and Achievements:

- Business relationships were established between Palestinian Businessmen and Arab Businessmen and exporters.
- Contracts were signed between the Palestinian companies and interested potential customers.
- Communications and negotiations were made with potential business people and big importing companies

Izmir Trade Mission

Stone & Marble Trade Mission - Izmir, Turkey (April 2005)

Turkey has a large quantity of marble reserves, which include a wide range of colors. The Turkish marble shades range from very light gray to black and brilliant white. Turkey has proven probable and possible reserves of about 5 billion cubic meter. In 2003, Turkey's annual block marble production reached 3.2 million tons and the production of finished products reached 1.2 million tons.



Palestine shares similar colours of marble with Turkey. Following the Turkish steps in production will save the Palestinian stone sector time and expenses. The Izmir mission aimed at giving the Palestinian stone sector a closer look at the Turkish experience in stone industry from all aspects; the mission visited machinery production factory, stone processing facilities, and "Marble 2005".

Participants: Twenty seven Palestinian stone & marble producers participated in the mission. The trade mission was arranged with full partnership with the Palestinian Stone and Marble Union (USM). The USM was represented by his executive manager. Also, the chairman of the USM attended part of the Izmir Marble 2005, while PalTrade was represented by the stone and marble sector manager.

Activities

- a. Visit to Mermer Kesme ve Silme; M.K.S. (Machinery Factory for the Stone Industry):** The technical team of the company illustrated the details of their machinery and answered the questions of the Palestinian manufacturers.

- b. **Visit to Federal Marble; (Stone Processing Factory):** uncovered many of the surface finishing techniques, production practices, packaging design, production layouts, and waste management
- c. **Visit to VING ve MAKINA; GURALP (Cranes manufacturer):** The visit explored the technical aspects of crane manufacturing and design.
- d. **“Marble 2005”, Izmir Trade Fair:** For four days, the Palestinian delegation explored the participating companies’ booths. They investigated new machinery for stone quarry and processing. Looked into finishing techniques and enjoyed watching the latest trends in final stone products.

Impact

- a. The companies were familiarized with “filling”, a process used in finishing slabs, which reduces waste because of surface default by more than 90%.
- b. Arrangements with a finishing material company, specialised in filling process, were made with the company to support the transfer of the know how to the Palestinian sector. More details of the arrangements will be clarified during the coming weeks.
- c. In two deals, the support of PalTrade successfully reduced the price of two machines by more than 30%. The deals were finalized. Commercial conditions were set to maximise the benefits to the favour of the Palestinian side.
- d. In two other deals, the prices and the selling terms were successfully negotiated to assure the maximum benefits for the Palestinian side.
- e. The representative of a major Stone Producer located the machinery that perfumes a certain type of finish.
- f. Spare parts, blades, and consumables were quoted. Most of the companies expressed their high interest in buying because of high cost reduction.
- g. The quotes of the machinery offered to the Palestinian were well below previous offerings obtained by them ever before.
- h. In a survey conducted after the mission the followings were observed:
 - 5 participants closed purchasing deals to buy machines, parts, or other supplies during this mission, or expect to do so in the near future
 - 1 participant closed a deal to sell product during this mission, or expect to do so in the near future.
 - 11 participants believe that this mission provided them with an opportunity to meet at least one company that I would consider doing business with in the future, to buy.
 - 4 participants believe that this mission provided them with an opportunity to meet at least one company that I would consider doing business with in the future, to sell.
 - 17 participants believe that this mission increased their technical know how in finishing processes.
 - 22 participants said that the mission met my expectations overall.

SALONE INTERNAZIONALE DEL MOBILE – Salone, Italy (April 2005)

Trade Mission to Salone exhibition was a rich opportunity for technology and knowledge transfer in the furniture sector. The duration of the mission was for seven days scheduled during the "Salone Internazionale del Mobile" exhibition in order to be exposed to latest in world furniture trends, styles and designs. The trade mission included exposure to best manufacturing techniques applied within Italian furniture manufacturers; networking Palestinian manufacturers and association with leading Italian furniture manufacturers and trading counterparts.

The mission was organized jointly by Palestine Trade Center-PalTrade and Wood Industries Union – WIU



Participants: Ten Palestinian furniture and trade companies participated. Eight of which are based in Gaza, one based in Ramallah and one based in Hebron.

Activities:

- a. Professional Exhibition Orientation Tour was conducted by Fierra Milan management, aimed to introduce the Palestinian delegation to the various sections of the exhibition.
- b. The Palestinian delegation visited "Federlengo-Arredo" the Federation of Wood furniture, cork and furnishing; were they had a meeting with Mr. Roberto Migotto-Chairman of Board, Mr. Flavio Tomaello –Manager, and Mr. Fabio Catellani – International promotion manager. During the meeting they showed interest in Palestine and they are willing to cooperate on bilateral beneficial issues. They are waiting to hear the required or proposed ideas for cooperation in terms of capacity building, joint venturing and marketing. Follow-up is requested on PalTrade's behalf.
- c. A meeting was held with Paola Govoni, editor for CSIL Milan "World Furniture International Markets review" and discussed the possibility of conducting specialized market intelligence reports for the furniture industry and other industries. Follow-up is requested on PalTrade's behalf.
- d. A meeting was held with Mr. Claudio Segantini, general manager of Brand srl, which is a large multi national furnishing company that is interested in opening joint venture with a local furniture manufacturer from Gaza. Results of the meeting were primarily focused on partially manufacturing products in Palestine and to promote and market the joint production in Palestine and the region

Impact

- a. Each manufacturer brought with them new design ideas and techniques
- b. Learned about new material compositions
- c. Found new Successful techniques for exhibiting and display tools and ideas
- d. Exposure to developing-country models (such as Egypt)
- e. Established new contacts with international contractors for import export and strategic alliance relationships.

Trade Calendar

Date: December 31, 2005

Sponsors: Palestine economic Development Co., alternative Business Solutions, The National Beverage Co. Cocal-Cola/Marawi, Palestinian Media and Communications Co., ARAMEX, Zawzya Design, Fleafel Co. for Trading & Textile Industry, PICTI, Zayt Co., Pharmacare PLC, Sa'd Al Wadiah & Sons Co.

About:

For the second year, PalTrade produced the trade calendar. Useful trade information was distributed on 12 pages with the size of (70 x 100 cm). This wall calendar contained the finest pictures that represented different trade sectors. Each month had a different sector to represent. It also contained:

List of local and international exhibitions.

List of PalTrade's training courses, exhibitions, trade missions.

Trade information regarding different sectors

General information about industry associations

It was distributed in 2000 different locations in West Bank, Gaza, Amman and other cities.

Goals And Achievements:

- Useful reference for exhibitions and conferences
- Distributed to all targeted recipients
- Good promotional material for PalTrade

THE ANNUAL NATIONAL FURNITURE SHOW, GAZA (JUNE 2005)

The National Furniture Show was held this year for the second time in Gaza Strip, built on the success of the first show held in July 2003, the Show was organized by Palestine Trade Center – PalTrade and Wood Industries Union (WIU), funded by the United Nations Development Program (UNDP/PAPP), United States Agency for International Development (USAID) and Islamic Development Bank (IDB), and mainly sponsored by Palestine Telecommunications Company (PalTel) and Yazgi Brothers Electronics. The Show took place with success and as planned, where more than 17 local companies have



participated in this national event to professionally display and sell their quality products with diverse ranges, the event was successful in attracting approximately 7000 visitors within its five days opening.

Participation

- **Total Space area:** 2000m²
- **Number of Exhibitors:** 21 **Exhibiting Space Area:** 783m²
- **Products & Services Exhibited:**
 - Bedrooms.
 - Dining Rooms.
 - Tables & Chairs.
 - Office Furniture.
 - Baby Furniture.
 - Mattresses.
 - Interior Design.
 - Furniture Design.
 - Business Services.
- **Number of Visitors:** 7000
- **Visitors Classifications:**
 - Trade visitors.
 - Furniture Dealers.
 - Families.
 - Couples-to-be.
 - Corporates.
 - Contractors.
 - Architects.
 - Designers.
- **Funding Partners & Sponsors:**
 - UNDP
 - PalTel
 - Yazgi Brothers Electronics
 - P-I-S

Activities:

The National Furniture show Grand Opening was privileged with the attendance of 350 VIPs; inaugurated by Mr. ElQedwa, Gaza Governor on behalf of PNA, and with presence of professionals and key official representatives. Minister of National Economy, Eng. Sinokrot has visited the exhibition, with the superior company of Ministers Dr. Sabri Saidam, Eng. Sa'd Kharma and Mr. Sufian Abu Zayda. Ministers have highly acknowledged the quality and variety of displayed products, and officially recommended limiting public tenders to local furniture products.

The event this year had extensive media coverage through Palestine Satellite Channel, CNBC Arabia, local radio station "Alshabab" and local newspapers. The event's Sponsors were pleased with organization and outcomes and showed interest in future sponsorship for the exhibition.



Market trend survey was conducted this year over a sample of 350 exhibition visitors, feedback was positive to acknowledge the exhibition's organization, quality of displayed products and superiority of local production. Visitors have also expressed their interest in the Show and acknowledged it as a valuable opportunity for exploring new additions in the local furniture industry and meeting pioneer manufacturers.

Reported direct sales in the exhibition were approximately USD55 thousands, which indicates almost 25% decrease from the 2003 Show reported sales, this is significantly related the overall decrease in the society's purchase power and demand, however, more sales are expected after the exhibition, as the exhibition was acknowledged by visitors as a viable opportunity for display and market positioning.

On the other front, exhibitors were keen to participate in the Show, and have successfully managed to display new furniture collections within larger spaces, the net exhibiting area this year was 40 percent greater than previous show area. The exhibitors' survey revealed that more than 80 percent of exhibitors are interested to participate in upcoming national exhibitions.

Overall, the event was successful at all measures in terms of organization, promotion and attraction, and could present an additional successful step in the national exhibition industry.

Impact

a. Exhibition Benefits

Results were positive on the benefits part to show that more than 64 percent of exhibitors have met 500 visitors during the exhibition opening days, more than half of them have made direct sales in the fair ground, and nearly 60 percent of them believe that the exhibition was a valuable opportunity for market positioning and promotion.

As for measuring products' attractiveness, more than 60 percent of exhibitors have ranked kids and adults bedrooms as the most attractive products for customers, and nearly 70 percent of them have acknowledged quality and design as the most important factors for customers to take purchase decisions. 20% of exhibitors closed deals during the exhibition.

50% of exhibitors sold directly to individuals during the exhibition.

80% of visitors view the Palestinian products as at least very good.

66% of the visitors buy furniture made locally

b. Exhibition Organization

More than 93 percent of exhibitors have evaluated the overall organization of the exhibition as very good and excellent, more than 70 percent of them have graded quality of offered services as very good and excellent, while the venue of the exhibition was 86 percent ranked between good and very good.

More than half of exhibitors have evaluated the exhibition's promotional campaign between good and very good, more than 70 percent of them have graded the daily opening hours between very good and excellent, and almost 65 percent of exhibitors have viewed the time of the exhibition as very good and excellent. More than 90 percent of exhibitors have positively ranked exhibition's attractiveness and number of visitors between good and very good. Exhibitors have positively graded the organizers' technical support and consultations, were more than 86 percent of them have graded that between good and very good.

Exhibitors have evenly assessed the duration of the exhibition (5 days) as appropriate and short, were half of exhibitors have recommended to extend the exhibition duration to seven or ten days, aiming to have greater marketing and exposure opportunities.

c. Future plans and follow-up

Almost 80 percent of exhibitors have showed their interest to participate in next Show; more than 85 percent of them have showed interest to participate in the Show if it's held in the West Bank, while more than 60 percent have foreseen a viability to participate in international furniture exhibitions.

As for exhibitors' future plans, nearly 80 percent of them have expressed their intention to develop and new products that meet market demands, almost 65 percent have seen studding new markets as a feasible action for market access, and 58 percent of exhibitors have recognized opening local showrooms as a viable future step for market expansion.

Interpack 2005 - Düsseldorf, Germany (April 2005)

Germany is located at the heart of Europe and considered the world's number one trade fair centre. About two thirds of the leading international trade fairs are held in Germany; 130-150 international trade fairs are held annually. The success of trade fairs made in Germany can be attributed to the following factors: High professional standards of the organizers, global marketing for exhibitors



and visitors alike, the largest share of foreign participants anywhere in the world, long term concepts coordinated with business and industry and the highest standards in technology and service. The Palestinian mission to INTERPACK 2005 aimed at providing the opportunity to meet with over 2641 exhibitors from more than 80 different countries and to get exposed to the new technology in the packaging machinery and to learn from the international experts in packaging.

Participants: Fifteen individuals representing thirteen Food Processing companies, Pharmaceutical and Paper Industries, in the West Bank and Gaza Strip participated in Interpack 2005 trade mission.

Activities

- a. Paltrade staff arranged meetings with German institutions to discuss potential cooperation with the organization in several aspects, mainly in vocational training and promotional activities.
- b. Potential cooperation with Paltrade in matchmaking opportunities with German and/or European partners and to facilitate the Palestinian participation in their activities.
- c. An introductory half-day seminar on Interpack 2005, conducted on April 7, 2005, in which about 12 Palestinian businessmen attended the seminar where Mr. Ayman Abu Zarour, Mr. Samer Taher from Paltrade and Mr. Anan Anabtawi from German Chamber of Industry and Commerce Delegation (DIHK) intervened with informative presentations.

Impact

- a. **InWEnt** representative demonstrates interest in any potential cooperation with Paltrade in matchmaking opportunities with German and/or European partners and to facilitate the Palestinian participation in their activities.
- b. Mme Khairy promised to inform Paltrade with their programmed activities and to logistically facilitate Paltrade missions and activities in Germany through their delegation in Ramallah.
- c. Most of the food companies reached a primary agreements and/or serious contacts to buy new filling and packaging machines, spare parts, packaging materials.
- d. A factory in Hebron, Salah Company for industry and trade successfully achieved serious contacts to buy new filling machines. Follow up and complementary contacts should take place in the coming weeks, according to Mr. Khaled Salah The general director of the company.
- e. The same feedback collected from Al-Maslamani Co. for roasted nuts. Several serious negotiations took place with American company to buy a complete processing and packaging line for new food product, Food processing manager participates in the primary negotiations and withdraws in the advanced negotiation sessions.
- f. Al Sanabil Food Co. from Nablus and Nieroukh Co. Ltd from Hebron concentrate their research and visits to packaging materials, according to their feedback they achieved their objectives.

Participants visited the Exhibition daily, commitment and seriousness were obviously noticed in participants behavior, they conducted business meetings with exhibitors from different countries such as; Italy, France, Germany, Japan



Local Trade Familiarization Tour

Date: February 15, 2005

Location: East Jerusalem

Sector (s): Tourism & Hospitality

Participants: Hotels and Travel Agencies

Number of Participants: 23 Israeli companies

About:

Upon request of the Arab Hotel Association, through their ongoing cooperation with the Israel Hotel Managers Association, PalTrade was approached to support a familiarization tour to East Jerusalem for Israeli incoming tour operators.

In order to stimulate the return of pilgrims, freedom of access to all religious sites in Israel and the Palestinian cities of Bethlehem and Jericho must be guaranteed at all times. East Jerusalem, as a location where many sites of interest to tourists exist, must enjoy fluid access from the airport, other parts of Jerusalem and the rest of the country. Several meetings with Public sector officials were also conducted where most of the concerns were addressed. In an attempt to bring together tourism professionals from both sides. The Arab Hotel Association together with the Israel Hotel Managers Association agreed to take further steps that will help solve the issues of concern and bring about a new image by promoting Palestine and Israel jointly.



Goals And Achievements:

- The participation of 23 Israeli tourism professionals was an accomplishment by itself.
- The positive cooperation and coordination between Israeli and Palestinian counterparts on the Institutional level
- Hotels, and restaurants visited were described by the guests as unique products with enough potential market at hand.
- New ideas were brought up. (Kosher meal production at restaurants and hotels).
- Folklore evenings requested by tour agents for their European market.
- Several group and FIT reservations were made within the first week.

SOL Eleventh International Exhibition of virgin and extra virgin olive oil Verona/Italy (April 2005)

PalTrade's participation at the Sol international fair was originally intended to be a market exploitation mission. However, after several companies expressed serious interest in either Exhibiting or attending as trade visitors, the event scope changed. Exhibiting at the Sol exhibition was a great opportunity for Palestinian companies to both



meet potential buyers and penetrate the Italian market as well as to learn from experiences and competitive brands.

Organized by the Palestine Trade Center, the event was made possible by the generous funding from ACDI/VOCA, USDA and USAID.

Participants: A total of three Palestinian companies participated in the event (one exhibitor and two visitors). The Palestinian pavilion was 32 sqm. Zayt, the only Palestinian exhibitor occupied a total of 27 sqm with PalTrade booth occupying the remaining space. It was hoped that more companies would be interested in exhibiting but this event occurred very close to other similar exhibitions namely the Fabulous Four Exhibition in Dubai and the fancy Food Exhibition in Chicago (where 4 olive companies also exhibited).

Activities

As organizers of the Palestinian participation, PalTrade organized all the logistical preparations for the event. Assistance included travel and shipping logistics to booth construction and developing the appropriate marketing collaterals and giveaways.

Impact

- a. Zayt booth attracted many visitors including olive oil experts, hotel and restaurant owners, chefs, and other interested individuals.
- b. Zayt attracted people through offering food tasting which was very successful. The food included olives and olive oil, white cheese, hummus, labaneh, za'atar, and magdous.
- c. Participants attended a short training course on olive oil panel tasting which was extremely useful.
- d. More than 10 companies, mainly restaurants, showed interest in buying Palestinian olive oil. The company is following up with them.
- e. An Austrian food company is interested in importing Palestinian traditional food products such as olive oil, olives, white cheese, labaneh, za'tar, etc.
- f. Zayt Company's olive oil was tested by the International Olive Oil Council and was approved as extra virgin olive oil according to their standards.

The Fabulous Four Agri Business Expo Dubai, UAE (April 2005)

The Agri Business Expo has played a pivotal role in the development of the agricultural sector by introducing modern technology and equipment to producers in the Middle East region. In its ninth year, the exhibition features a wide range of Agri-related products and activities including date cultivation, general farming, landscaping methods,



Agri-chemical use, the latest garden implements, horticultural aids and pest control methods.

GARDENEX Middle East Flower and Garden Show is a specialized floriculture show, featuring cut flowers, flower care equipment, flower arrangements and related areas. The event is of particular significance in Dubai with the establishment of the US \$300 million 'Dubai Flower Center', which is a world-class redistribution hub. This show is set to attract exhibitors from Thailand, Malaysia, Kenya, South Africa, Holland, France, Brazil and Venezuela, and is viewed as key to the floriculture industry in the Middle East.

Participants: five Palestinian companies participated as exhibitors in this year's event.

Activities

Participants in this year's show were able to see the latest tools and technological developments available to them, they were also able to network with industry professionals and attend a series of specialized symposiums held during the event

Impact

- a. **Near East & Industry Company:** An agreement to send a container of olive oil to Dubai was concluded, and other deals reached regarding the olive oil products and other trading products are also pending
- b. **Al-Taybeh beer and Olive Oil Company:** A meeting with the Spinney chain sales manager in Abu Dhabi, followed by a phone call with the General Manager; they informed them that they were interested in their products. They were asked for another visit to Abu Dhabi and will be scheduled later.
- c. **Al-Maslamani Trade Company for Nuts:** They stayed in Dubai for two days after the exhibition was over, and they are studying the possibility of opening up a branch in Dubai.
- d. **Islamic Food Association:** They are the number one sellers for cold cut meat in Dubai (20-25 tons sold monthly). There are negotiations to export to Saudi Arabia; however, the deal is not yet concluded.
- e. **Vegetable Oil Factories Co.:** They will send samples to oriental sweets producers so that they can test their product for further business possibilities.

Exploratory Mission to Mainland China

Date: April 22 – 26, 2005

Location: Guangzhou, China

Sector (s): Furniture

Participants: Manufacturers, Furniture Design and Manufacturing Firms

Number of Participants: ?? Companies

About:

The mission to Guangzhou / China took the form of five days professional exploratory mission to visit and study the business environment, dynamics, competitiveness and opportunities in the mainland China. The mission was mainly focused to visit the Chinese Export Commodities Fair (Canton fair), visit Chinese furniture manufacturers and meet professionals in the field. The mission also aimed at assisting two Palestinian manufacturers, Paltrade Members, whom are considered leading furniture design and manufacturing firms. The mission in general was a rich opportunity for exposure to world trends in furniture and mainly in the world's leading furniture manufacturing country of China.

Goals And Achievements:



- Understanding Chinese market trends, identifying products' competitiveness, opportunities, and useful trading links.
- Professional visits were conducted to more than eight manufacturers in the fields of office Furniture, home furniture, furniture hardware and accessories and auditorium furniture. The visit included visiting the showrooms, production lines and management premises of the Manufactures.

40th Marmomacc International Exhibition

Date: September 29 - October 2 , 2005

Location: Verona, Italy

Sector (s): Stone and Marble

Participants: Stone & Marble Companies

Number of Participants: 20 Companies

About:

Marmomacc is the major international show dedicated to companies working in the natural stone sector. Celebrating its 40th edition, the International Natural Stone and Technology Exhibition was once again the leading international event in the natural stone sector and the essential appointment for all producers, operators and decision makers seeking success in an increasingly specialist and competitive context. Paltrade organized the Palestinian participation at this fair.



Goals and Achievements:

- The Palestinian booth was visited by more than 30 potential customers.
- Palestinian exhibitors explored the participating companies' booths, investigated new machinery for stone quarry and processing, and looked into finishing techniques and latest trends in final stone products.
- Contracts were signed between the Palestinian companies and interested potential customers.
- Arrangements with a finishing material company were made for the company to support the transfer of the know how to the Palestinian sector.

Gitex Exhibition

Date: September 25-29,2005

Location: Dubai, UAE

Sector (s): ICT

Participants: ICT Companies

Number of Participants: 9 Companies

About:

This is Palestine's fifth successful participation at Gitex. This year's participation was funded by USAID and the IDB and has demonstrated that the momentum generated from continuous participation is quiet fruitful. Not only did the participating exhibitors achieve their goals, but also being present at the same place and the same time year after year have proved the Palestinian IT sector is up and running in spite of



all impediments. The Palestinian Pavilion at Gitex is now living brand equity of the Palestinian IT industry.

Goals and Achievements:

- Companies were able to achieve several accomplishments, most importantly signing of initial cooperation agreements with several Arab companies
- The Palestinian Pavilion at Gitex is now living brand equity of the Palestinian IT industry.
- Companies are interested and looking forward to participate at next year's Gitex

Global Village – Jordan, Amman (June 30th – August 7th, 2005)

For the first year, PalTrade lead the Palestinian Participation in the Global Village, the annual international cultural event that is held for the second consecutive year in Amman, Jordan. This participation aimed at promoting national trade industry, developing international business practices, and establishing business relations with potential customers. It was also a place where companies were able to sell their products directly to



customers. The Global Village brought together 24 participating countries from all over the world and 6 specialized Pavilions (i.e. women's pavilion, children's pavilion), each country took an average space of 700 sqm. The event was made possible by the generous funding from USAID and the IDB.

Participants

A total of 32 Palestinian companies from different sectors (Food and Beverages, Textiles and Garments, Handicrafts, Stones and Marbles Pharmaceuticals and cosmetics) participated in this event. The Palestinian pavilion was 750 msq plus a separate area for a restaurant.

Activities

PalTrade organized all the logistical preparations for the event. Assistance included travel and shipping logistics to booth construction and developing the appropriate marketing collaterals.

The theme of the Palestinian pavilion was Jerusalem wall, specifically Al Amoud gate. And each pavilion had a name of a Palestinian city. The registration booth was also present to welcome visitors, answer their questions, and distribute brochures and catalogues.

The opening ceremony was held with the presence of the chairman of Paltrade Mr. Nafez Hirbawi and the CEO of Paltrade Mr. Sani Daher, Deputy Assistant of the ministry of Palestine National Economy Mr. Abdelhafiz Nofal, Dr. Ramzi Khoury the head of Palestine National Fund and the attendance of 7

ambassadors (Ambassador of South Africa, Romania, Italy...) and the previous minister of energy in Jordan and many significant others.

Impact

- a. Enhanced PalTrade's role in leading international events which in turn strengthened the trust of participating companies in PalTrade's activities.
- b. Promoted and introduced Palestinian products to potential customers.
- c. All products were sold out during the exhibition.
- d. Business deals were signed with at least 10 Palestinian companies.
- e. Communications and negotiations were made with potential business people and big importing companies.
- f. The exhibition lasted for a month and almost 50,000 people visited the Palestinian pavilion.
- g. The Palestinian pavilion won the first prize for having the best management and internal arrangement.

Arab American University Exhibition

Date: May 19 - 22, 2005

Location: Jenin

Sector (s): Cross Sector

Participants: Food, Paper Products, Handicrafts, Banks, Service Companies

Number of Participants: 60 Companies

About:

"Al ahd wal wafa" exhibition was organized by the students of the American University-Jenin and PalTrade. More than 60 companies (the largest in Palestine as of yet) exhibited their products and services to thousands of new customers at a fraction of the cost. PalTrade took the initiative of supporting and co-organizing this on campus, cross sector exhibition where business students were able to receive hands-on experience of delivering a real trade show.

Goals and Achievements:

- Paltrade succeeded in transferring knowledge and applying practice to theory. Through, specialized lectures that focused on trade-show project-management, marketing, public relations, exhibition logistics and customer relations management, students were able to get in touch with the reality of what it takes to make such an event a success.
 - Such intervention has clearly provided the students with tremendous motivation and gave them a real meaning to their education.
- 3 companies were interested in becoming members. 5 companies showed interest in participating in the Global Village-Amman, and they are being followed up by membership department.



Project Qatar: May 01-May04

The 3rd international trade Exhibition for construction technology, building Materials, Equipment and environmental technology in Qatar. Which is one of the important international exhibitions specialized in construction and it provides a true opportunity for construction companies to get to know the latest technology of construction and is an opportunity to meet and build business relations with the major construction companies in the world

Paltrade worked on organizing a trade mission to the exhibition for 12 companies working in the field of construction, but due to problems with the visa to Qatar the mission was canceled.

Palestinian Participation at Chicago Fancy Food Exhibition Chicago / USA (May 2005)

The USA leads the world in olive oil imports after Italy and is the world's largest non-producing consumer of olive oil. Its import volumes have been near or above 200,000 tons for the past five years, and its consumption is estimated at about the same volume, exceeded globally only by the large traditional producing and consuming countries Italy, Spain, and Greece. Consumption trends continue to grow, with an estimated average annual growth rate of about 7% over the past 5 years.



The mid western states in the USA are considered a promising market for Palestinian olive oil and other agricultural products due to the big Arab and Muslim community living in this area. More than 140 thousand Arabs live in Michigan and more than 85 thousand others live in Illinois. Together with the western coast states, the Arab community in the mid west is considered the biggest among all other states.

The idea of participating in this show started one year ago as all the implications done through the trade development plan have shown big interest and great potential in the US markets for the olive oil.

Participants: Three Palestinian companies participated in the show as exhibitors and one company as a visitor under one pavilion called "Palestine" for the first time ever in an exhibition in the U.S.A.

Activities

a. Advance Trade Mission

- Prior to the exhibition, a mission for three days was organized by the Project director and the sector manager to meet with potential clients in Michigan.
- Met with the two most important importers of Mediterranean food products in Michigan State. We held very important and fruitful meetings where we gave a brief on PalTrade's mission and the ATDP's intervention in the agribusiness sectors in general.
- Visited many retailers and groceries but none of them are importers and they buy their products from local distributors.

b. Exhibition

- Saturday 23/4/2005: Arrival to Detroit
- Sunday 24/4: visits to retailers in Detroit
- Monday 25/4: Meeting with Tut's International
- Tuesday 26/4: Meeting with Jerusalem Food
- Wednesday 27/4: Departure to Chicago
- Thursday 28/4 – Saturday 30/4: Preparations @ McCormick Place
- Sunday 1/5- Tuesday 3/5: Fancy Food Show
- Thursday 5/5: Departure to Amman

Impact

The exhibition was a real opportunity for Palestinian companies to promote their products and meet potential clients in an important and growing market like the U.S.

There are several indicators that the contacts made before and during the show will lead to business deals for the Palestinian companies. We have also asserted that several traditional Palestinian products such as *thyme (Za'tar)*, *labaneh*, *white cheese*, *magdous*, *olives*, *freeka* and *maftoul* are in high demand in the US market.

Finally, and in order to reap the most benefits out of this activity, we are persuading all participants and other members to contact other potential buyers they have met in the East Coast (NY and New Jersey) and the West Coast (LA and San Francisco). The following are detailed company achievements:

a. New Farm Company

- They already have a distributor in Chicago and their objective is to enhance the relation with their new distributor and to find another one in Michigan.
- They were contacted by two importers from Michigan and they gave them the samples and in the process of negotiations.
- They were contacted by a distributor from New York interested in olive oil and dried fruit.

b. Near East Company

- They had the biggest space among the Palestinian exhibitors (200 square feet) and the company brought a big display designed by a German company which gave the booth an attractive view.
- The company was contacted by around 6 interested companies from the Mid West, New York and Huston. The company is studying now the strength of each company to insure better iterance to the U.S. market.

c. Al-Reef Company

- They used to have a distributor in the mid west (Ziad Brothers) but they faced some problems with him.
- They are looking for a new importer/distributor and they gave all their samples to a marketing company in Chicago who will look for the best importer/distributor in the mid east and other regions.

d. Zayt Company

- Though the company's manager participated in the show as a visitor, he succeeded in contacting some importing companies during the show and one of them is an American leading company "European Importers" who are distributors of Italian, Spanish and Greek olive oil. He also sent samples of their products to Tut's and Jerusalem companies in Michigan and they are in the follow up process.

Algeria International Trade Fair 01-09/06/2005

The thirty eighth annual trade fair with more than 28 countries.

Participating in this Trade show is the outcome of PalTrade's strategy in benefiting from Algeria's upcoming tariff exemption to Palestinian products. This successful market penetration marks a clear indicator of Palestine's private-sector ability in reaching new markets competitively.



Participants: 14 Palestinian companies participated in the exhibition coming from different sectors including: cosmetics, agrifood, shoes, leathers, plastics aluminum, handicrafts, clothing and stone and marble.

Activities

- The total exhibition space was 180 sqm where the entire space was sold out to Palestinian companies.
- Opening ceremony under the auspices of the Palestinian Ambassador Mr. Mohammad Keilani.
- Algerian President visited the Palestinian Pavilion accompanied with Algerian Ministers where exhibitors got the opportunity to demonstrate their products. The President was very impressed with the products and their quality.
- During the last three days, the Palestinian Pavilion was visited by a number of Foreign figures including the US, Yemeni, Cuban, Omani, Sudani, Qatari, Jordanian ambassadors.
- On the sixth day, the Palestinian Minister of Economy, Mr. Sinokrot accompanied by a large number of local, Palestinian and international business executives inaugurated a National Day for the Palestinian participation which was followed by a dinner hosted the related Algerian Ministers.



Impact

- a. The exhibition was major success to all participants where all exhibitors were able to sell all products they shipped to the site.
- b. Foreign and Algerian business leaders were very impressed with the quality of the products where more than eleven major export contracts were signed during the exhibition.
- c. As a result of the participation and since the Algerian Minister of Health and the Minister of Economy were very impressed with the quality of Palestinian made pharmaceuticals. It was decided to grant Palestine a whole pavilion during Health Week exhibition which will be held in late September.
- d. The following are details on some of the major successes during the exhibition
 - *Al-Salawa Co. for processed meat products*
 - There are three Algerian companies interested in signing with Al-Salawa as distributors and/or exclusive agents.
 - *Al-Islamiah Co. for processed meat products:*
 - Sold 500 Kg of their products during the fair.
 - Al-Islamiah has two Algerian companies interested in their products.
 - *Nasser company for traditional products*
 - Signed a contract with Algerian Company to distribute their products in Algeria.

- Their products were well accepted by Exhibition visitors. All of their products were sold during the exhibition.
- *Al-Hithnawi for traditional food products:*
 - Sold 500 Kg of their products during the fair.
 - They have two Algerian companies interested in their products.

Palestine Food Exhibition “zadna”

Date: March 22nd – 25th, 2005

Location: Ramallah

Sector (s): Food & Beverages

Participants: Food & Beverages Companies

Number of Participants: 32 Companies



About:

The first of its kind in Palestine, on March 22nd, PalTrade/ ATDP successfully launched the exhibition *Zadna 2005* under the auspices of the Minister of Economy, Mr. Mazen Sinokrot. The event exceeded all expectations during its four days of operations; more than twelve thousand visitors attended, among them were 1400 businessmen where many of them secure distribution and wholesale contracts of over \$2.25 Million. The exhibition was initiated with a press conference that attracted over 300 seniors and executives from the private and public sector in addition to 35 news agencies that covered the whole event. The organizers (PalTrade and PFIA) combined their efforts to project a favorable image of Palestine and its food sector and to create opportunities for Palestinian food manufacturers to access potential their target markets.

Goals and Achievements:

- 100% of exhibitors indicated a real interest in participating in Zadna 2006
- 45% closed major deals during the show
- 89% of exhibitors expect to close deals

FRUIT LOGISTICA: International Trade Fair for Fruit and Vegetable Marketing (February 2006)

Fruit Logistica 2006 is considered the biggest trade fair in its kind all over the world, it took place from 2 to 4, February, 2006 at the exhibition centre in Berlin. 1373 exhibitors registered from more than 100 different countries and a total of 35 000 visitors.

This trade show provides industries involved in fruit trading an opportunity to present their range of services from growing to selling. One of the main attractions of FRUIT LOGISTICA is that it is a compact, highly effective show focusing on specific target groups. In particular, it offers third-world exhibitors marketing "exotic" produce as well as newcomers from Central and Eastern Europe an excellent venue for presenting their products to an international trade public and establishing new business contacts. Perishable fresh produce, fruits and vegetables make tough demands on logistics management. In addition to products, FRUIT LOGISTICA introduces the technical know-how and skills required for effective logistics. Retail POS handling of fruit and vegetables is also a key theme of the show.

Participation at the FRUIT LOGISTICA was originally intended to be a market exploitation mission. However, after several companies expressed serious interest in either Exhibiting or attending as trade visitors, the event scope changed.

Attending the Fruit Logistica was a great opportunity for Palestinian companies to both meet potential buyers and penetrate the German market as well as to learn from experiences and competitive brands. Organized by the Palestine Trade Center, the event was made possible by the generous funding from SIPPO and USAID, A total of three Participants in the event. The Palestinian pavilion was 20 sqm. Palestine Economic Development Company, the only Palestinian exhibitor occupied a total of 17 sqm with PalTrade booth occupying the remaining space. (Full report annexed).

FOTEG: Food Technology Group (February 2006)

PalTrade organized the Palestinian trade mission to FOTEG exhibition held in Istanbul, Turkey in the period 23-26 February, 2006. Eight individuals representing 5 food processing companies in the West Bank participated in FOTEG 2006 trade mission. Apart from 208 companies from Turkey, there were 298 companies from 35 different countries from more than 80 different countries, which make a total of 506 exhibiting companies.

FOTEG Istanbul is the only international trade fair in Turkey, where the following four headline food fairs run concurrently under one roof:

- FOOD TECHNOLOGY 2006: 13th Edition of International Fair for Food Processing Technologies & Equipment.
- FOOD PACK 2006: 6th Edition of International Fair for Food Packaging & Logistics.
- FOOD INGREDIENTS & ADDITIVES 2006: 7th Edition of International Fair for Food Ingredients & Additives.
- FOOD BAKERYTECH 2006: 3rd Edition of International Technology Fair for Bakery & Confectionary

Heimtextil & Imm Cologne

Heimtextil is the first trade fair of the year for home and contract textiles in the heart of Europe. This trade fair justifies its reputation as the industry's number one meeting point. With a total of ten categories in the product sectors, each year in January, Heimtextil sets a benchmark for variety in width and depth. Its concept, however, goes well beyond that of a trade and order platform. Besides 'big business', Heimtextil is characterized by consistent high quality and surprising innovations. Two aspects which touch and inspire the specialized visitors' senses in exclusively designed high-quality

areas once and once again. Rounded off by many events, Heimtextil communicates well-founded order security and serves as indicator towards trend-oriented products and all developments in the industry.

PalTrade has participated in Heimtextil and IMM Cologne exhibitions in Germany between Jan 9th and Jan 19th, this participation aimed at reinforcing the cooperation relations with The Swiss Import Promotion Program (SIPPO), exploring SIPPO's provided services and support to exhibitors from developing countries and studding potential Palestinian participation at SIPPO's exhibitions. PalTrade has additionally exploited this mission to study global trends in home textile and furniture industries.

Algeria International Exhibition 1-8/6/2006:

The thirty ninth annual trade fair with more than 28 countries. Participating in this Trade show is the outcome of PalTrade's strategy in benefiting from Algeria's upcoming tariff exemption to Palestinian products. This successful market penetration marks a clear indicator of Palestine's private-sector ability in reaching new markets competitively.



Participants: 14 Palestinian companies participated in the exhibition coming from different sectors including: cosmetics, plastics handicrafts, Paper industries, in addition to 20 Businessmen.

Activities

- The total exhibition space was 250 sqm where the entire space was sold out to Palestinian companies.
- Opening ceremony under the auspices of the Palestinian Ambassador Mr. Mohammad Keilani.
- Algerian President visited the Palestinian Pavilion accompanied with Algerian Ministers where exhibitors got the opportunity to demonstrate their products. The President was very impressed with the products and their quality.

Impact

- The exhibition was major success to all participants where all exhibitors were able to sell all products they shipped to the site.
- Foreign and Algerian business leaders were very impressed with the quality of the products where more that six major export contracts were signed during the exhibition.

Trade Information Department

The goal of the Trade Information Department (TID) is to provide trade enabling knowledge as an integral component of PalTrade's mandate, TID aims to achieve this through the implementation of two sets of activities:

1- Implement Enabling Systems:

At the core of these systems is PalTrade's knowledge system that serves as a repository and a channel for timely and consistent two-track dissemination of information: to PalTrade's units in the West Bank, Gaza and abroad, and to stakeholders, locally regionally and internationally. Implementation of this knowledge system requires hardware, software and communication solutions, all geared towards providing an enabling environment for PalTrade's staff, management and stakeholders.

2- Setting up of a "First Stop Information Center":

The Center functions by receiving information requests from users and accordingly fulfilling information requests from its knowledge base. The Center's knowledge base itself was created at PalTrade as a result of information demand and from information generated by projects at other PalTrade departments. Building this referral system requires the establishment of close working relationships that build on information harmonization with local and international trade information sources. Knowledge of local sectors is also important. Up-to-date sector profiles and sector-specific databases will provide information needed for PalTrade's development work emphasizing export market entry strategies.

Implement Enabling Systems

1.1 Complete the setup of the Centralized Database System

Impact Indicators:

- All PalTrade Staff using the system to document all activities.
- PalTrade activity records & trade information centralized & easily accessible.

Status on Activities:

A web based interface has been designed, in which all the data is stored on the centralized data server. Application interface and data entry forms were developed.

1.2 Upgrade PalTrade website to an Information Portal

Impact Indicators:

PalTrade.org serving as a gateway to trade information. Information is continuously updated

Status on Activities:

Content has been developed to include useful information for Members, Exporters and Overseas buyers.

1.3 Upgrade Members Database Application.

Impact indicators:

Membership application running based on functional needs.

Status on Activities:

A complete record of PalTrade's members' information;

1.4 Upgrade, maintenance, equipment for Paltrade systems.

Impact indicators:

PalTrade Systems upgraded and working efficiently.

Status on Activities:

All PalTrade office equipment/systems working efficiently with minimal system down time.

2 Build Trade Information Content:

2.1 Research for trade info resources & info. on the internet

Impact Indicators:

- New Trade Info Resources identified
- Information on the internet gathered.

Status on Activities:

An ongoing activity, useful information such as market updates, market reports, etc... is continuously being gathered online, to be used for planning purposes and is disseminated to relative stakeholders.

2.2 Procure product/market intelligence reports based on trade Development Strategies *Impact*

Indicators:

Reports on major target markets are available, providing feedback to Trade Development Department.

Status on Activities:

This Activity was mainly funded by IDB A tender was issued calling for best prices to conduct market research for priority target sectors/ markets. Tendering process was put on hold and the activity was delayed.

3- Develop Trade Information Programs & Information Dissemination

3.1 Develop and activate First Stop Trade Info. Program

Impact Indicators:

- Program/ Packages Developed
- Members & stakeholders aware of service.
- Information requests fulfilled

Status on Activities:

The main function of the department is to provide information services to the different stakeholders, it was planned to start providing this service professionally by the end of 2006, and the initial stage was completed by the 20th of September 2006

However, information requests are being fulfilled with available info. Special reports are being prepared prior participation in main trade events.

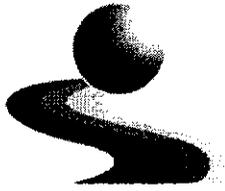
Gaza Cargo Crossings Trends / Gaza- reports were submitted on a weekly basis

Terminals' Cargo Movement Database

Development of an interactive web based database for the purpose of records and update, data analysis and issuance of customized reports.

Studies conducted:

- Export trends – Jordan : Palestinian exports to Jordan January, 2000 – December, 2005
- Export trends – Gaza movement trends of Gaza Strip exports January, 2000 – August, 2006
- Export Trends West Bank Movement Trends of West Bank Exports January, 2000 – December, 2005
- Exporters survey report



PALTRADE

PALESTINE TRADE CENTER

ANNEXES

Palestinian Participation at the 39th Marmomacc International
Exhibition of Marble, Stone and Technologies

Verona , Italy 7-10/2004



Report prepared by
The Palestine Trade Center – PalTrade

Trade Promotion Department
Events Unit

About the Exhibition:

The most important international exhibition in the natural stone sector, a landmark for all producers and trade operators, was held in Verona 7th-10th October 2004.

This primacy is confirmed by the results achieved in recent years in terms of business and numbers - the last edition of the event attracted more than 1,386 exhibitors and 56,268 operators - as well as interest and a capacity to catalyze the attention of media and the most important architects and designers in the world, who find in this show the chance for "hands on" experience with stone materials and the opportunities offered by new technologies.

Marmomacc is also a major opportunity to survey and analyze the future prospects of the market and the field on a world-wide scale, with special emphasis on the dynamics of European integration and the new context of globalization.

The Palestinian Participation:

The Palestinian Stone & Marble Industry is a major player in the Palestinian economy with contributions of 4% to GNP and 5% to GDP. In fact, Palestinian stone & marble production is around 1.8% of world production with annual sales estimated at \$450 million. With over 280 quarries and 600 factories it should not be surprising that several Palestinian stone & marble companies have been exporting to countries around the world. The growth and emphasis on the export potential was very visible in this year Palestinian participation at the 2004 stone & Marble Exhibition held in Verona Italy from October 7th - 10th. The number of Palestinian firms as well as the space of the Palestinian pavilion doubled from 203 to 2004 with 10 companies exhibiting over a space over 300 sqm. While the Palestinian pavilion hosted 8 companies under a space of 184 sqm, the remaining two companies were exhibiting outside the Palestinian pavilion.

All preparations for the Palestinian participation were done by the Palestine Trade Center, PalTrade and the Union of Stone & Marble, USM. Feedback from the participating companies was quite positive regarding the type of visitors and the potential of future deals. In fact, eight of the 10 participating companies actually closed deals at the event. An estimation of around 10 containers were sold to destination such as the United States, Italy and France.

Funding and Support:

The Palestinian participation was made possible through the generous support and contribution of both USAID and Development Alternatives Market Access Program MAP/DAI.

Participating Companies:

As mentioned above, a total of 10 Palestinian companies participated in the 2004 Verona Stone & Marble Exhibition.

1. **Company Name: Suhail and Saheb Trade Industrial**
Country: Palestine
City: Bethlehem
Street Address: Jerusalem - Hebron
Tel: + 970 2 2744933
Fax: + 970 2 2744932
E-mail: info@ssmarble.com
Web site: www.ssmarble.com
Products to be exhibited:

- Stone Tiles – cut to size
- Stone Slabs

2. **Company Name: Bani Naim Marble and Stone Co.**

Country: Palestine

City: Hebron

Street Address: Bani Naim

Tel: + 970 2 2218820/1

Fax: + 970 2 2218822

E-mail: baninaim@hebronet.com

Website: www.baninaim-marble.com

Products to be exhibited:

- Slabs
- Tiles
- Building Stone
- Mosaic

3. **Company Name: H.L Jerusalem Stone Co.**

Country: Palestine

City: Hebron

Street Address: Beir Al-Mahjer

Tel: + 970 2 2291403

Fax: + 970 2 2253133

E-mail: itscf2003@yahoo.com

Products to be exhibited:

- Columns
- Slabs
- Marble
- Tiles
- Decoration

4. **Company Name: Al-Ra`edah Co. for Marble and Stone**

Country: Palestine

City: Bethlehem

Street Address: Beit Fajar

Tel: + 970 2 2769088

Fax: + 970 2 2769245

E-mail: info@raedah.com

Website: www.raedah.com

Products to be exhibited:

- Building Stone
- Slabs
- Cut to Size

5. **Company Name: Al-Somoud Stone and Marble Company**

Country: Palestine

City: Hebron

Street Address: Yatta Main Street

Tel: + 970 2 2267760

Fax: + 970 2 2267759

Products to be exhibited:

- Slabs
- Building Stones

- Cut to Size

6. **company Name: Marmara Modern Investment**

Country: Palestine

City: Bethlehem

Street Address: Hebron Jerusalem Street

Tel: + 970 2 2745552/3

Fax: + 970 2 2745554

E-mail: info@marmarastones.com

Website: marmarastones.com

Products to be exhibited:

- Slabs
- Building Stone
- Cut to Size + tiles

7. **Company Name: Atlas Contracting Company for Stone & Marble**

Country: Palestine

City: Beit Jala

Street Address: Al-Sahel Street

Tel: + 970 2 2743122

Fax: + +970 2 2742098

Email: atlasco@palnet.com

Products to be exhibited:

- Building Stone
- Slabs
- Cut to size + Tiles

8. **Company Name: Global and Marble Investment Co.**

Country: Palestine

City: Hebron

Street Address: Ein Sara Street

P.O Box: 153

Tel: + 970 2 2293991

Fax: + 970 2 2293994

E-mail: info@marbleglobal.com

Website: www.marbleglobale.com

Products to be exhibited:

- Slabs
- Building Stone
- Cut to size and Tiles

The remaining two companies, Nassar Investment Co. and Halaika, participated on their own but were included in the brochure listing all Palestinian companies at the fair.

The Palestinian Pavilion:



The Palestinian pavilion for this year was designed and prepared by the Fair organizers. It included a basic shell scheme covering 184 sqm. Included in the design was a corridor in the middle to ensure that each companies had two open sides as well as to provide a more welcoming design for visitors. Also, the Palestine trade Center and the Union of Stone and Marble shared a 12 sqm booth to highlight their organizers and services respectively.

Special events and activities:

To increase traffic to the Palestinian stand and to reflect the Palestinian hospitality, the USM and PalTrade organized the serving of traditional Palestinian food during the second and third day. For two days, food and refreshments were served at the Palestinian stand and companies also invited some of their contacts as well as the organizers to join in the activity.



Meetings and New Contacts:

Paltrade and the USM also conducted several meetings during the exhibition.

Media and Magazines:

- 1- Stone Panorama Magazine: A meeting was held with the Editor in Chief, Mr. V. Vikram regarding the possibility of preparing a feature story on the Palestinian Stone Industry for the 2005 Verona Issue. A sample of such coverage can be found in Volume 6 Number 3 for July 2004 where the Jordanian stone industry was covered in a 4 page feature story. It was agreed that Mr. Vikram would send an offer and potential structure for such a feature story.
- 2- Lotus – The Natural Stone Industry Magazine: Another meeting was with the Publishers of the Magazine. Certain story ideas were discussed and Mr Muhamad Sharia, the Executive director of the Union of Stone & Marble was asked to both prepare a short article for the upcoming issue and more importantly to be on the advisory board for the Arabic Version of the Magazine.

Focusing on the media and getting the right media exposure is critical for Palestinian stone especially as many companies have started seeking the export market which by nature is extremely competitive. Thus the right exposure, and niche marketing will act as a critical factor in allowing the Palestinian Stone industry to successfully compete internationally.

Follow up is already underway with Mr. Vikram regarding publishing some coverage on the Palestine Stone & Marble industry in the issue of Stone Panorama to be distributed at the Verona 2005 Exhibition.

- 3- Meeting regarding organizing a trade mission for 10-15 stone and marble companies to Spain. Discussions were held regarding the nature and schedule of such a mission. A tentative date was

set for May 2005. By Dec. 2004, a tentative program will be prepared for discussion and then recruitment of potential participants will commence.



PALTRADE

PALESTINE TRADE CENTER

EVENT REPORT

**PALESTINIAN PARTICIPATION IN
THE 10TH ISLAMIC EXHIBITION**

MANAMAH – BAHRAIN

FEBRUARY 5-9, 2005

Report Prepared by:

Palestine Trade Center – PalTrade

Background:

The Bahraini market is a relatively small one, total population is around 700,000; however it is one of the countries that expresses solidarity to the Palestinian. Recently, the Bahrain government has exempted

Palestinian products from custom duties and has facilitated its entry to its market. Bahrain is also considered the main market for the Eastern part of the Saudi market, which acts as an important exporting market to the Saudi market.

Palestine private-sector's successful participation in the Bahrain Exhibition came after the cancellation of the Palestinian participation in Jeddah International Exhibition.

About the Exhibition:

More than 25 Islamic countries have participated in the exhibition which was inaugurated by the Prime Minister of Bahrain and the Minister of Trade and Economy as well as the Ministers of participating countries.

The Exhibition was open only for Trade visitors in the first two days, and for the public in the rest of the exhibition.



The Palestinian Pavilion:

No. of participating companies:	27 Palestinian companies
Participating Companies	List attached
Palestinian Pavilion Area	
Value of displayed products:	US\$200,000
Displayed products	Pharmaceutical, security doors, metallic shelves, shoes, stone & marble, handicrafts, food products (especially olive oil), plastic products, and children toys.
VIP visitors to the Pavilion	<ul style="list-style-type: none"> - Minister of Trade & Industry – Bahrain - Minister of Trade & Industry –Morocco - Minister of Municipalities-Bahrain <ul style="list-style-type: none"> - Islamic Center Head - Diplomats & VIPs



Special Events & Activities:

A comprehensive Public Relations Campaign targeting:

- Civil Associations supporting Palestinian initiatives (Bahrain Association for Palestine, ALQuds Association, Women's Association for AlQuds, political parties) assisted in business networking to promoted trade visitors to the Palestinian Pavilion.
- Bahrain Media (AlKhaleeg newspaper, AlAhd Newspaper, Mithaq Newspaper, Al-Ayam Newspaper, Bahrain National TV and Al-Quds) all published positive reports about the event.

Funding & Support:

The Palestinian participation was made possible through the generous support and contribution of both USAID and Islamic Development Bank. Equally important to note is the contribution of the participating companies.

Success Stories:

- Sales of 95% of displayed products (i.e. total value of USD190,000)
- Business deals and agency contracts for 11 Palestinian companies
- Business contacts for potential business deals for 9 Palestinian companies.
- Executing custom duties exemption for Palestinian products
- Opened a solid market for Palestinian products.
- Presented Palestinian industries in a comprehensive manner covering most of the industrial sectors.

Recommendations:

Based on the competitive advantage of custom duties exemption and sales tax exemption, and high support for Palestinian initiatives, we recommend the following:

- Focusing on Bahrain as a potential market for Palestinian products
- Publish market information on Bahrain for PalTrade members and create awareness with regard to the market potentials
- Organize a Trade Mission to Bahrain for the private sector (Food, ICT, Stone & Marble, and Plastic Sector)
- Actively participate in Autumn Fair planned for the end of the year, targeting general public with direct sales, were there is a good potential to create awareness for Palestinian products and business deals,

Palestine Food Exhibition Zadna 2005



Summary

**31 exhibitors, 12,000 visitors, \$2.25 M. in contracts,
35 news agencies covered the event**

The first of its kind in Palestine, on March 22nd, PalTrade/ ATDP successfully launched the exhibition *Zadna 2005* under the auspices of the Minister of Economy, Mr. Mazen Sinokrot. The event exceeded all expectations during its four days of operations; more than twelve thousand visitors attended, among them were 1400 businessmen where many of them secure distribution and wholesale contracts of over

over \$2.25 Million. The exhibition was initiated with a press conference that attracted over 300 seniors and executives from the private and public sector in addition to 35 news agencies that covered the whole event.

During the press conference, the Ministry of Economy expressed its gratitude to PalTrade's and PFIA's efforts and expressed its commitment to Palestinian made products by announcing the PNA's decision of buying Palestinian made supplies that fall within a 10% price differential of the market prices. In addition and as an assurance of products quality to the Palestinian consumer, PalTrade arranged with the Palestine Standards Institute (PSI) to distribute "Quality Certificates" to 14 of the exhibitors during the show.

National Food Day --> Zadna

The concept of Zadna originated from the National Food Day conference which was held yearly during the years 1996 -2000. The conference during these years was held strictly as an opportunity for Palestinian food manufacturers to introduce their products and services to local wholesalers and distributors. During the last four years, the conference was put off for various political and economic reasons. This year PalTrade and the Palestinian Food Industries Associations (PFIA) worked together on signing an optimistic Letter of agreement to organize a Palestine Food Exhibition designed to host the general public in addition to all related business figures.

The organizers (PalTrade and PFIA) combined their efforts to project a favorable image of Palestine and its food sector and to create opportunities for Palestinian food manufacturers to access potential their target markets.

Why Zadna

The name *Zadna* comes from an old Arabic word "Zuadeh" which is simply the workers lunch box that contained the basics: cheese, bread, grounded thyme and olive oil. The word *Zadna* means "our food". The idea here is to tie the old with the new; especially that the word itself is rarely known among the new generation of Palestine and to create a sense of belonging to the fruits of our own land.

Who made it happen?

Funders

- **ACDI/VOCA (Main Funders)** ACDI/VOCA is a private, nonprofit organization that promotes broad-based economic growth and the development of civil society in emerging democracies and developing countries. Offering a comprehensive range of technical assistance services, ACDI/VOCA addresses the most pressing and intractable development problems. Driven by the goal of adding value to local enterprise, which underlies prosperous free markets and stable democracies, ACDI/VOCA works in the following areas: Community Development, Enterprise Development, Financial Services, Agribusiness Systems



- **Islamic Development Bank:** The Islamic development Bank is one of the key development partners in Palestine. One of the primary funding supporters/ partners of Zadna 2005 were the IDB with a generous contribution through its partnership and development agreement with PalTrade.
- **USDA:** Provides leadership on food, agriculture, natural resources, and related issues based on sound public policy, the best available science, and efficient management. Recognized as a dynamic organization that is able to efficiently provide the integrated program delivery needed to lead a rapidly evolving food and agriculture system.

USDA has created a strategic plan to implement its vision. The framework of this plan depends on these key activities: expanding markets for agricultural products and support international economic development, further developing alternative markets for agricultural products and activities, providing financing needed to help expand job opportunities and improve housing, utilities and infrastructure in rural America, enhancing food safety by taking steps to reduce the prevalence of foodborne hazards from farm to table, improving nutrition and health by providing food assistance and nutrition education and promotion, and managing and protecting America's public and private lands working cooperatively with other levels of government and the private sector.

Exclusive Sponsor

- **Yazegi Group (Pepsi Cola):** In 1962, the company has been granted the privilege of refilling the soft drink of Seven Up in Gaza; therefore it became one of the first companies in the world that produce this international soft drink. The company also was granted the franchise of Pepsi cola, Merinda, and Seven Up in all the Palestinian Authority Districts. A new production line with higher production energy was recently bought in order to cover more Palestinian markets in the districts of the West Bank and Gaza. The factory is now working with its full production capacity and covers all the Palestinian Authority markets.

Organizers

- **PalTrade** PalTrade's purpose is to lead the development of Palestinian trade as a driving force for sustainable national economic growth. As the National Trade Development Organization (NTDO) and with a membership of more than 170 Palestinian leading businesses, PalTrade advocates a competitive, enabling business environment and is dedicated to improving trade competitiveness through trade promotion and capacity building. PalTrade's operation and services are guided by sector based strategies for trade development supported by assessment of cross-sectoral opportunities and impediments. These strategies are deployed through a range of services and activities aimed at vitalizing sectors to export to target markets.

PalTrade's Mission is to Develop Trade Through:

1. Advocating a competitive, business enabling environment
 2. Improving trade competitiveness through trade promotion and capacity building
 3. Fostering international business practices and standards among professionals, firms and business organizations
 4. Providing trade-enabling knowledge
- **PALESTINIAN FOOD INDUSTRIES ASSOCIATION (PFIA):** With the aim of serving the needs of aspiration of the Palestinian Food Sector, a group of food producers founded PFIA in 1995 with offices in Ramallah and Gaza strip to insure the maximum realization of its objectives and effective implementation of corresponding programs and services.

PFIA's Mission is to develop and recognize the Palestinian food industries by achieving the following:

1. Developing member's capabilities in the administrative and technical fields, and developing the technical an productive capabilities (Members Capabilities enhancement).
2. Developing PFIA fundraising methods and techniques and facilitating the acquisition of needed funds (Financial).
3. Representing the food industry sector and defending their interests in front of the domestic and international parties (Advocacy and Policy Dialogue).
4. Expand market share domestically and internationally (Marketing).

Food Sector Research and Planning

After one week of research and brainstorming with experts in the industry, compiling and analyzing feedback from the general public, business owners in the industry and food manufactures, the organizers collected the following perceptions:

Negative Perceptions	Positive Perceptions

<ul style="list-style-type: none"> • Lack of loyalty to Palestinian food products. • Palestinian food products are cheaper and hence lower in quality. • Does not meet international food safety standard and can be hazardous to health • People are simply not aware of Palestinian products and that they can be an alternative. • Unaware that buying local can bring progress to the industry • Perceives such exhibitions as a low-end market.. • Products do not meet the sophisticated taste of many in comparison to foreign and Israeli ones. • Manufacturers are looking for profits and do not care about consumer needs. • Not enough labor experience and lack of ability to meet local and international market needs. • Products have packaging weaknesses. • Manufactures don't respect the standards and several cases of food poisoning which lead to a negative image. 	<ul style="list-style-type: none"> • Several success stories under- utilized in the Public relations. • Food Sector employs over 7000 workers making it a backbone to the Palestinian economy. • Palestinian families spend 42% of their income on food. • The food sector is among the first to obtain ISO 9000 HACCP certifications in Palestine. • Palestinian food prods occupies 90% of Public Institutions in Palestine. • The sector is among the first to have Management Information Systems infrastructure.
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The Message

Based on the perspectives generated above, the organizers decided to focus on three main messages:

1. **Food Safety:** this message was addressed by arranging with Palestine Standards Institution (PSI) to hand out Standards & Quality certifications to 14 of the Zadna exhibitors.
2. **Buying local is good for the economy:** This was address my the Ministry of Economy by announcing the Ministries decision for buying Palestinian made supplies for all Ministries.
3. **Quality:** most exhibitors provided samples to all visitors to demonstrate the quality that allows consumers and business people to judge for them selves.

Target Audience

- Food Manufactures
- Wholesalers
- Economists
- The Media
- The private sector
- Public sector
- General public

Objectives:

- Glorifying the Palestinian Food product and demonstrating that it does meet international quality standards
- Raising consumer loyalty and educating the public of the importance of buying Palestinian products
- Securing distribution contracts between the manufacturers and wholesalers/ distributors
- Highlighting PalTrade's and PFIA's role and their effect on the economy

Public Relations

The organizers retained Ellam Tam to conduct all pubic relations activities. With their help, news about the show was covered with three major press releases for the opening, during and end of the show. Over 100 media agencies were invited along with a special gift (An Olive Oil bottle with Zadna label on it. In addition, special features about the show were aired on various radios and TV stations such as BBC, Palestine TV and Al Jazeera

Advertising

Sky adverting was selected to conduct all radio, newspapers and billboard ads in addition to the construction of the exhibit at El Bireh Exhibition halls.

Surveys and Results

Exhibitor and visitor surveys were conducted during and after the show. The results were outstanding and above expectations. 100% of exhibitors indicated a real interest in participating in Zadna 2006, 45% closed major deals during the show and 89% of exhibitors expect to close deals as a result of this Show.



PALTRADE

PALESTINE TRADE CENTER

EVENT REPORT

**PALESTINIAN STONE & MARBLE
TRADE MISSION TO TURKEY**

ISTANBUL & IZMIR

MARCH 28TH – APRIL 3RD, 2005

Report Prepared by:
Trade Development Department
Palestine Trade Center – PalTrade

Introduction:

Turkey has a large quantity of marble reserves, which include a wide range of colours. The Turkish marble shades rang from very light grey to black and brilliant white. Turkey has proven probable and possible reserves of about 5 billion cubic meter. In 2003, Turkey's annual block marble production reached 3.2 million tons and the production of finished products reached 1.2 million tons.

Modern production equipment and methods have been very important factors in the development of the natural stone industry in Turkey. The natural stone sector in Turkey has developed rapidly in the last ten years. In compliance with the stone and marble strategy plan developed by PalTrade, the mission was arranged to focus on the production techniques; machinery and finishing.

Palestine shares similar colours of marble with Turkey. Following the Turkish steps in production will save the Palestinian stone sector time and expenses. The Izmir mission aimed at giving the Palestinian stone sector a closer look at the Turkish experience in stone industry from all aspects; the mission visited machinery production factory, stone processing facilities, and "Marble 2005".

Twenty seven Palestinian stone & marble producers (see attached list) participated in the mission which lasted for seven days starting on Monday 28/3/2005 and ended on Monday 3/4/2005. The trade mission was arranged with full partnership with the Palestinian Stone and Marble Union (USM). The USM was represented by his executive manager. Also, the chairman of the USM attended part of the Izmir Marble 2005, while PalTrade was represented by the stone and marble sector manager.

Objectives of the mission

- To explore the Turkish machinery capabilities and development.
- To learn from the Turkish experience in stone production and processing practices.
- To learn from the Turkish experience in stone finishing, packaging and waste management techniques.
- To monitor the latest development in international marketing practices and fair culture and setup.
- To launch and pave relations with Turkish companies and organisations for the benefit of the Palestinian Stone industry.

Mission Program:

- | | |
|-----------------------------------|---------------------|
| • Monday 28/3/2005: | Arrival to Istanbul |
| • Tuesday 29/3 - Wednesday 29/3: | Visits |
| • Wednesday 30/3: | Departure to Izmir |
| • Thursday 31/3 – 3/4 Sunday 3/4: | Marble 2005 |
| • Sunday 3/4/2005: | Departure |

Visit to Mermer Kesme ve Silme; M.K.S. (Machinery Factory for the Stone Industry)

On Tuesday 29/3/2005, the Palestinian delegation visited the M.K.S. factory. The GM of the company, the sales manager, and the company's agent in Palestine hosted the delegation to a full tour of the factory. The technical team of the company illustrated the details of their machinery and answered the questions of the Palestinian manufacturers.

The factory is located in Sakarya which is located about 300 kilometres to the east of Istanbul.

Visit to Federal Marble; (Stone Processing Factory)

After visiting the M.K.S., the delegation head to Federal Marble, a stone processor producing more than 3,000 square meter daily. The company is situated on 40 thousand meters and uses state of the art machinery and finishing techniques.

This visit uncovered many of the surface finishing techniques, production practices, packaging design, production layouts, and waste management. Many of these practices were vague to the Palestinian producers.

Visit to VING ve MAKINA; GURALP (Cranes manufacturer)

On Saturday 2/4/2005, the delegation visited GURULP Company, which is a crane manufacturer, which has sold many of its products in Palestine. The visit explored the technical aspects of crane manufacturing and design.

"Marble 2005", Izmir Trade Fair.

The main event of the mission was visiting "Marble 2005", which was held in Izmir 30/3 – 3/4/2005. More than 500 exhibitors from over 30 countries participated in this international trade fair. Visitors came from all over the world. The participating companies covered all aspects of the stone industry;

- Quarry Machinery.
- Processing Machinery.
- Finishing Machinery and Materials.
- Stone handling and transport vehicles and equipment.
- Waste management solutions.
- Latest trends in finishes and colours of tiles and slabs in the international market.

For four days, the Palestinian delegation explored the participating companies' booths. They investigated new machinery for stone quarry and processing. Looked into finishing techniques and enjoyed watching the latest trends in final stone products.

The following activities were supported;

- Directing members of the delegation to important companies' booths.
- Explaining, translating, and communicating Palestinian producers' interests with exhibiting companies.
- Providing technical and commercial advice.
- Illustrating the implementing of certain finishing techniques.
- Providing support for interested buyers in negotiations.
- The Turkish Union for Stone industries was approached and proper introductions were made. Also the Izmir fair administration was visited.

Achievements:

- The actual expenses of the mission were well below budget.
- The companies were familiarized with "filling", a process used in finishing slabs, which reduces waste because of surface default by more than 90%.
- Arrangements with a finishing material company, specialised in filling process, were made with the company to support the transfer of the know how to the Palestinian sector. More details of the arrangements will be clarified during the coming weeks.
- In two deals, the support of PalTrade successfully reduced the price of two machines by more than 30%. The deals were finalized. Commercial conditions were set to maximise the benefits to the favour of the Palestinian side.
- In two other deals, the prices and the selling terms were successfully negotiated to assure the maximum benefits for the Palestinian side.
- The representative of a major Stone Producer located the machinery that perfumes a certain type of finish.
- Spare parts, blades, and consumables were quoted. Most of the companies expressed their high interest in buying because of high cost reduction.
- The quotes of the machinery offered to the Palestinian were well below previous offerings obtained by them ever before.
- In a survey conducted after the mission the followings were observed:
 - 5 participants closed purchasing deals to buy machines, parts, or other supplies during this mission, or expect to do so in the near future
 - 1 participants closed a deal to sell product during this mission, or expect to do so in the near future.
 - 11 participants believe that this mission provided them with an opportunity to meet at least one company that I would consider doing business with in the future, to buy.
 - 4 participants believe that this mission provided them with an opportunity to meet at least one company that I would consider doing business with in the future, to sell.
 - 17 participants believe that this mission increased their technical know how in finishing processes.
 - 22 participants said that he mission met my expectations overall.

Conclusion:

The mission successfully met its objectives. The participating companies learned in few days the worth of years. I believe that benefits were tremendous. The production and finishing techniques were fully covered. Most of the companies will benefit from the knowledge obtained and eventually increase their sales, especially exporting. However, more work is needed, especially regarding finishing issues. Follow up with the participating companies is on going to monitor and supervise the implementation of the new ideas observed in the visited sites and explored in the fair.

#	Name	Company
1	SAYEL A ALJONDI	Al-Jondi company for marble
2	HISHAM M J BANISHAMSA	Al Amana factory
3	KHADER M S JARAD	Arab company for marble
4	MICHAEL SALIM MICHAEL JARAD	Arab company for marble
5	SAMIH MOHAMMAD KHALEEL AHMED	Karam Rsheed company
6	MOH'D AHMAD ABED ALNABI ABED ALGHANI	Al-Ra'da company
7	WALID H K DIREYA	Al-Waleed company
8	AHMED N O ALHAWAMDA	Nassar Investment company

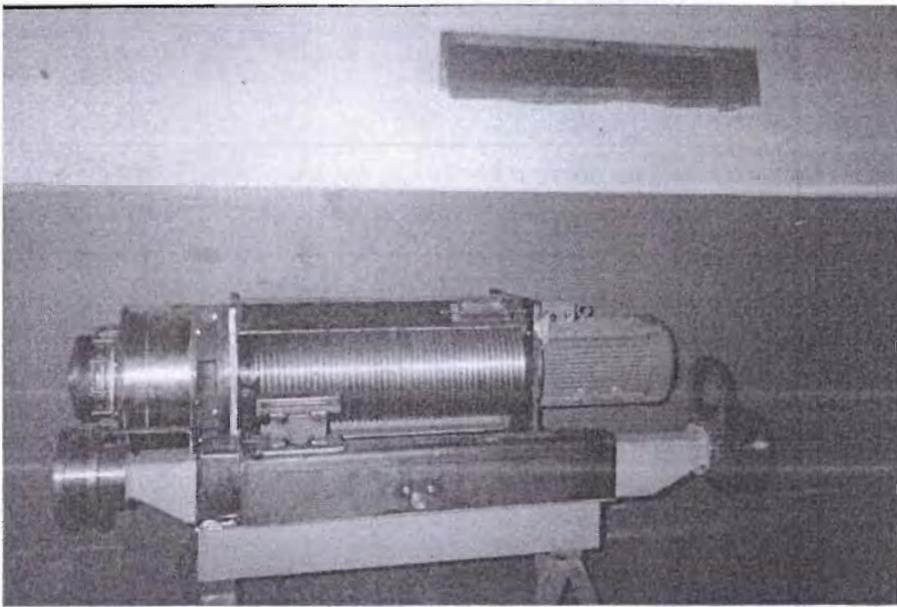
9	JIBREEN I. A. ABUDAWOUD	Al-Nakeel company
10	MOUSA A S IBALDAAJNA	Al Tatwer Aladeeth company
11	JEHAD M A EBAD	Al Tatwer Aladeeth company
12	JAMAL M A ALWARASNA	Al-Ain company for stone& marble
13	SUBHI HASAN KHALIL MOHAMMAD KHALI	Al-Aqsa company for marble
14	MOHAMMED R M TAQATQA	Modern co. for marble & stone
15	ZAKARIA M I HALAYQA	Al-Za'faran company
16	ABDALAZIZ A A TAQATQA	Abdalaziz Taqatqa factory
17	FALEH SAID ABDALLAH AWWAD	Whitestone company
18	TAHER HASAN DARWISH	Al-Darweesh co. for marble & stone
19	MOHAMMAD ALI KHALIL ALMASHNY	Habes Halayqa factory
20	NASRY M I ALFAWAGHRA	Al-Nedal company
21	MAHMOUD H A ABAHRA	Al-Vamoun firm
22	HUSAM M. M. ABDO	Al-Bourj factory
23	ISMAEEL MOHAMMED WARASNA	Al-Safi Company for Stones & Marble
24	HASAN A M NASSAR	Marmara Co.
25	SAMI E. S. THALJIEH 30/3/2005	Holy Land Co.
26	MOHAMMED G M GHAZI	GHAZI STONE Co.
27	FAHED M A GHAITH	



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Annex D

Trade Mission to Fitur Tourism Fair Madrid, Spain January 2005.

PalTrade's Tourism Sector Manager attended the Fitur Tourism Fair on a fact finding, data collection, networking and pre event preparation mission. The event was completely funded by USAID as part of its Trade Promotion Support agreement with PalTrade.



Two key upcoming events being organized by PalTrade as part of its tourism development strategy and activities are a familiarization Tour to Palestine for International Tourism journalists and tour operators as well as a road show through Europe for a Palestinian tourism delegation. Besides, these two events, PalTrade is also working with the sector to develop a concept and plan for establishing a National Tourism Board. As such, the

Mission to Fitur also included meeting with other Tourism Boards in an effort to open channels for cooperation and coordination on information sharing from lessons learned, various models and functions of these Boards.

The trade mission to Fitur was also aimed at meeting potential journalists, discussing the potential of a visit. This pre event planning not only helped identify potential participants in the familiarization tour but more importantly help in the selection of destination targeted for the road show. These destination include, the UK, Greece, Romania, Czech Republic and Turkey.

The actual Palestinian participation at Fitur was also quite strong this year with over six companies participating together with various public sector participations lead by Minister of Tourism and Antiquities, Mitri Abu Aita. Furthermore, through generous support from the Spanish Cooperation, a new Palestinian Booth was built which will now be used at key international exhibitions such as ITB Berlin and WTM London.



During the event, PalTrade representative met with the following media and travel magazines in addition to several key tour operators who could potentially help organize the Road Show.

Media

- Viajar - Director Mariano Lopez
- Editur - Circlation Manager Luisa Vila Regrd
- Viajeros - Pepa Garcia Marin
- Travelport - Director Montserrat Batlle
- ViajandoenPrimera - Director Javier Gomez Garcia
- Fitur ativo - Coordinator
- Spic - Director Raul Herranz
- Canadian Travel Press
- FVW International - Germany
- L'agenzia di viaggi - Italy
- La Agencia de Viajes Argentina
- Ladevi Chile
- Stand By - Scandinavian
- Trav Talk - South Asia
- Tour Hebdo - France
- Travel World - USA
- Travel Inside - Switzerland
- TTG - Middle East, Poland, UK, Russia



**Export Marketing Seminar
Best Eastern Hotel - Palestine
February 22 – 24, 2005**

Background:

Based on reflected needs on various occasion by private sector companies in the field of Marketing, particularly Export Marketing, PalTrade has arranged for a three day Export Marketing Seminar administered by International Marketing experts from the Swiss Import Promotion Organization – SIPPO. The seminar was attended by 25 company and private sector representatives between February 22nd and 24th at the Best Eastern Hotel in Ramallah. At the end of the third day, participants were given certificates of completion certified by the School of International Business of Switzerland, SIPPO and PalTrade.

Goal of the Seminar:

to allow the participating company representatives to have a better understanding of overall Export Marketing concepts, through the following learning objectives achieved:

- Understanding the structure and trends of European markets: European Union (EU), European Free Trade Area (EFTA), and European Economic Area (EWR).
- Learning how to identify potential customers in foreign markets.
- Learning about potential products, distribution channels, communications polices, specifically in the EU.
- Development of their own foreign marketing concept & plan.
- Learning key elements for successful trade fair marketing & the importance of event marketing.
- Leaning the key financial aspects of export marketing
- Understanding important intercultural differences of business communication.
- Learning about the services of SIPPO & how to benefit from these services.

Detailed workshop agenda is in **annex 1**.

Training Partners and expert Credentials:

- **Mr. Markus Stern:** SIPPO General Manager with over 20 years experience in international marketing in Nestle, UFAG, Granador AG, Tetra Laval, Battmann & Co AG, and other leading Swiss firms.
- **Mr. Christoph Lang:** Director of School for International Business and Foreign Trade (EIAB), former Secretary General for the Swiss Business Network (OSEC), and current Board member of Chamber of Commerce Switzerland – Central Europe (SEC). Studied law at the University of Bern
- **Mr. Philip Zimmermann:** Independent International Marketing consultant, expert and the author of numerous publications on marketing and promotion. Extensive experience in the chemical and oil industries as marketing, sales and product manager
- **Mr. Earnest Liniger:** Sippo's Amman Liaison Office representative

Key Performance indicators planned:

- Number of participants registered to be 25

- 75% of the trainees attended 80% of the training hours.

Key Performance Indicators achieved:

- Initially, the total number of registered participants has reached 35 (list of final participants is in **annex 2**). However 10 participants canceled their participation for various reasons leaving the final target achieved to be 25 participants as initially planned.





- As far as attendance is concerned, more than 95% of participants attended 100% of the contact hours.

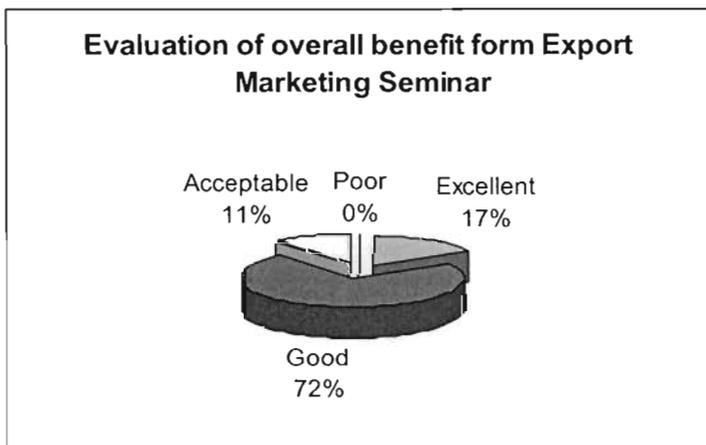
Key Impact indicator planned:

- At least 70% of the trainees positively evaluate overall learning benefits received with respect to better understanding of overall Export Marketing concepts
- At least 75% positively evaluate learning benefits received on key elements for successful trade fair participation and event marketing.

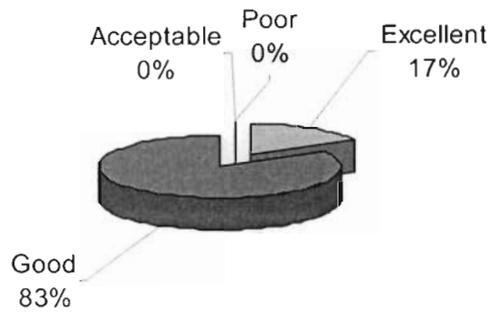
Key Impact Indicators achieved:

As per evaluation forms filled out after the completion of the third day, the following were the main evaluation outcomes:

As for trainees' assessment, the evaluations have revealed the following key indicators which were set as the impact indicator:



**Evaluation on the benefits from
elements to successful trade fair
participation & event marketing**



Annex 1: Agenda

Agenda

I day - February 22nd

09.00 – 09.30	Registration	
9.30 – 9.45	Introduction	Paltrade, EL, MS,
09.45 – 10.30	Services of SIPPO, Quiz	MS, CL,
10.30 – 10.45	Break	
10.45 – 11.45	Image Building	MS
11.45 – 12.15	Your Guide to Market Research	EL
12.15 – 13.15	Lunch	
13.15 – 14.15	Structure of Swiss Market Part I	
	Structure and trends of the European Markets: EU, EFTA; EWR, The EU	
	after may 1, 2004 Part II	CL
14.15 – 14.25	Video Show on WTO	
14.25 – 15.15	Match-Making;	
	Introduction to export driven economy	CL
15.15 – 15.45	Break	
15.45 – 16.30	The Legal and regulatory trade environment in Palestine	PalTrade, SA
16.30 – 17.15	Questions & Answers	
	Sippo Company Questionnaires	CL,

II day - February 23rd

09.00– 09.30	Export to Europe: opportunities and risks	CL
	Important export addresses	
09.30 – 10.30	General aspects of marketing	PZ
	- The 4 P's: the classic pearls of marketing	
	- The 4 C's: the customer-related interpretation of the 4 P's	
10.30 – 10.45	Break	
10.45 – 12.00	Importance of market research in terms of Marketing	EL
12.00 – 13.30	Lunch	
13.30 – 15.45	Workshop How to work out a foreign Marketing concept /Development of a Marketing plan: groups	CL/PZ
15.45 – 16.15	Discussions, Q&A	EL

III day – February 24th

09.00 – 9.15	Sippo CD overview and use	CL
9.15 – 9.45	Intro to PalTrade & Services	NA
9.45 – 10.00	Break	
10.00 – 11.15	Successful Trade Fair and Event Marketing, Sponsoring	CL
11.15 – 12.00	Intercultural Differences of Business	

	Communications	CL	
12.00 - 1.00	Lunch		
1.00 - 2.00	Corporate Identity "Timcal Case"	EL	
2.00 - 2.45	Product, Distribution, Communications		
	Concepts	EL	
2.45 - 3.00	Break		
3.00 - 4.00	Financial aspects of exports:	EL	
	- managing financial part of exports		- --
	collecting credibility information on		
	foreign partners		- Contents
	of contracts, payment terms, Incoterms 2000		
4.00 - 4.15	Evaluations		
4.15 - 4.45	Summary, closing address, hand out the		
	certificate		

Sippo Team & PalTrade

Abbreviations: MS = Mr. Markus Stern / CL = Mr. Christoph Lang / PZ = Mr. Philipp Zimmermann / EL = Mr. Ernest Liniger / NA = Nabila Assaf / SA = Saad Al-Khatib

Annex 2: List of Participants

Membership	المشارك	اسم الشركة	#
mem.	راتب مسلماني	شركة مؤسسة التكنولوجيا اليابانية	1
mem.	فؤاد قسيس	دار الشفا	2
mem.	زهد صوالحه	دار الشفا	3
mem.	طلال صاحب	شركة سهيل والصاحب	4
mem.	ابراهيم قطان	شركة جلوبال نت	5
mem.	طارق أبو خيزران	سنقرط للمنتجات الغذائية	6
mem.	فراس ناصر الدين	ببر زيت فلسطين للادوية	7
mem.	عميد المصري	مشروع ترويج و تنمية التجارة الزراعية	8
mem.	اسامة أبو علي	مشروع ترويج و تنمية التجارة الزراعية	9
mem.	ايمن أبو زعرور	مشروع ترويج و تنمية التجارة الزراعية	10
not mem.	محمد البطمه	DAI / PER	11
not mem.	فراس وائل خلف	DAI	12
not mem.	صالح أبو كميل	DAI / PER	13
not mem.	هشام سالم	DAI / PER	14
not mem.	شريف القيشاوي	DAI / PER	15
not mem.	نعيم عطون	شركة السلوى للمنتجات الغذائية	17
mem.	وجدان ابو غزالة	الريف العقارية	18
mem.	عبد الجليل جرابة	الحياة للصناعات الغذائية	19
mem.	سعيد صبري	مسار	20

mem.	رامي قشوع	MCS	21
not mem.	جواد سيد	ملتقى رجال الاعمال	22
not mem.	هيثم أبو حمديّة	شركة أبو حامدية للحجر والرخام	23
	لارا نصار	دار الندوة	24
not mem.	أحمد مصلح	PICTI	25
mem.	جعفر قواس	شركة الشرق الأندني	26

Palestinian - Israeli Textile & Garment Companies B2B Meeting
Dan Panorama Hotel, Tel Aviv – April 5, 2005
Activity Report

Activity background.

PalTrade as a National Trade development Organization, advocates a competitive, enabling business environment, and is dedicated to improving trade competitiveness through trade promotion and capacity building, PalTrade with the cooperation of Perce Centre for Peace coordinated a Business to Business meeting in Tel Aviv in 5, April, 2005 between The Israeli and Palestinian Textile companies in order to maximize the Palestinian business scope in the Israeli market.

Textile and Garment Sector

The garment and textile sector makes an important contribution to the Palestinian economy. There are an estimated 42,000 garment and textile workers in the West Bank and Gaza, mostly in garments, who contribute approximately 10% of Palestinian manufacturing output. The sector is made up primarily of small-medium companies with the flexibility and capacity to accommodate various order sizes according to customer specifications and needs. The sector also includes several larger firms with higher capacities and certifications to international quality standards such as ISO 9000.

Palestinian firms produce primarily for Israeli buyers, either for consumption in the Israeli market or export, as well as for the local market. Small but growing quantities are exported directly to overseas buyers. Palestinian producers are currently manufacturing a wide range of products including circular knitwear (including underwear and other products), denim products, terry cloth, bed linens and other institutional and home textiles, and socks. The quality is high as is attested to by the presence of some of the world's best-known brand names on products currently exported under license to Israeli agents, including Macy's, Calvin Klein, Jone's New York, Esprit, Casual Corner, and Marks & Spencer.

The textile and garment industry is in the process of redefining itself under international competitive pressures and revitalizing its trade relations with Israeli clothing companies who represent its primary market base.

Goals of the meeting:

- Develop the Palestinian textile and Garments sector.
- Revitalize business relation between Palestinians and Israeli companies.
- Locate new buyers for Palestinian companies in the Israeli market.
- Improve mutual Palestinian and Israeli understanding about each others' Sectors.
- Facilitate trade and product flow from West Bank and Gaza Strip to Israel.

Organizers:

- PalTrade
- Union of Palestinian Textile Industries (UPTI)
- Sewing Factories Owners' Union (SFOU)
- Perce Center for Peace

Key Performance indicators planned

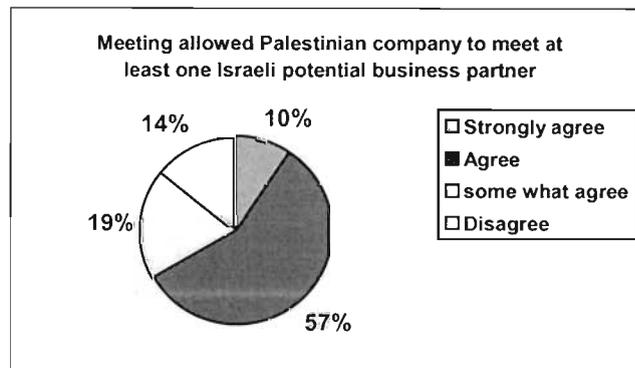
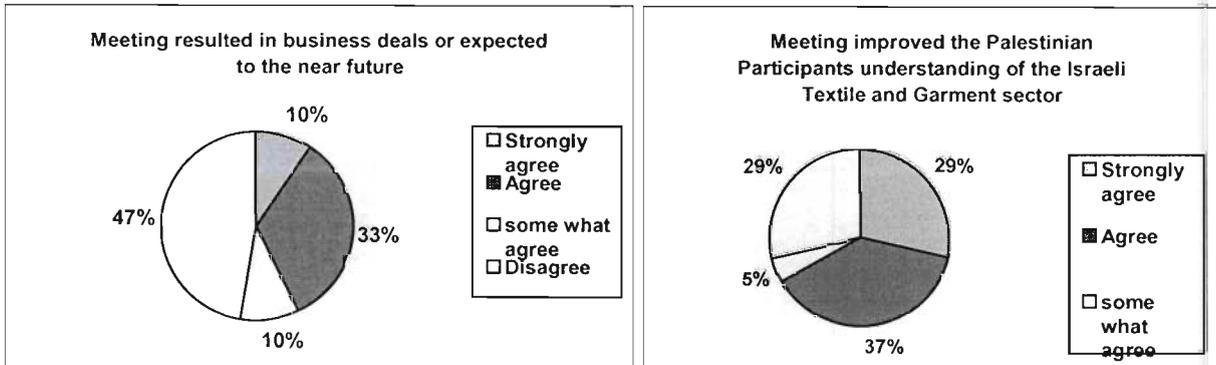
At least 30 attendees (Israeli & Palestinian)

Achievements:

- Number of Companies invited: 28 Palestinian companies and 24 Israeli companies.

- Number of Attendees: 22 Palestinian companies and 21 Israeli companies.
- 9 Palestinian companies revitalized their business relations with Israeli companies and identified possibilities for future cooperation.
- Many business men were able to get permits after being refused before.
- 75% have closed business deals or expect to in near future (agree or strongly agree)

Feedback from Palestinian companies:



Annex 1-Meeting Agenda:

**Palestinian - Israeli Textile & Garment Companies B2B Meeting
Dan Panorama Hotel, Tel Aviv – April 5, 2005**

10:00 – 10:30	Meeting of Palestinian Companies at Gaza, Bethlehem and Tulkarem.
12:00 – 12:30	Registration
12:30 – 13:15	<ul style="list-style-type: none"> • Welcome speech of Peres Center for Peace, given by Mr. Dov Lautman, Chairman of Delta Galil Industries and Member of the Executive Board of the Peres Center for Peace. (7 minutes) • Welcome speech of Palestine Trade Center – PalTrade, given by Mr. Elias Al-Arja, Member of PalTrade’s board of directors, Owner of Al-Arja Textiles Co. (17 minutes) • Presentation of the Israeli Textile sector – Mr. Ramzi Gabai, Chairman of the Textile and Fashion Industries Association, Manufacturers Association of Israel. (15 minutes)

	<ul style="list-style-type: none"> • Presentation of the Palestinian Garment and Textile sector – (speaker TBD) (15 minutes)
13:15 – 14:00	Lunch Break
14:00 – 17:00	Open business to business meetings
17:00	Departure

Annex 2-Participant list:

	Name of Participant	Company / Organization
Israeli Participants		
1	Avi Shoef, General Director	Avi B. Shoef Marketing Agencies Ltd
2	Menachem Reuveny, Managing Director	Bonita
3	Bracha Baron, Managing Director	Bracha Baron
4	Asher Kardi	
5	Yaacov Zider, Production Manager	Castro Model
6	Koby Cohen, Owner and Director	Chaos ltd
7	Dov Lautman	Delta
8	Imad Telhami	
9	Julio Bocian, General Director	Embi Jeans Ltd.
10	Abraham Gabai, Production Manager	Fox Wisel Ltd.
11	Saleh Hirbawi, Owner	Hirbawi for Trading & Industry ltd.
12	Yair Rotlevi , Director & Chairman	Lodzia Argaman Rotex
13	Neta Yamin	Neta'le
14	Menashe Molayem	New Milan ltd.
15	Liora Lenger, Vice President	Offis Textile ltd.
16	Eitan Farag, Ready-Made Director	
17	Kobi Levi, Production Manager	Paganka
18	Ramy Jakobson	Pour Toi.
19	Rafael Kata, Owner and General Director	Ralf – Kata
20	Uriel Kata, Product Manager	
21	Gulie Ben Yosef, Production Manager	Renuar
22	Rivka Nisan	
23	Barzellai Hila, Marketing Director	Rina Zin ltd.
24	Erez Noah	
25	Hanan Grinberg, Product Manager	Royal Night
26	Ilan Levi, Director	Tag Woman
27	Halevi Sagiv	
28	Shira Bejerano, Production Quality Manager	Yael Orgad
29	Zvi Lieberman	Fashion & Textile Industries Association
30	Ramzi Gabbay	Fashion & Textile Industries Association (and Offis Textile Ltd.)
31	Tali Zaidman	Fashion & Textile Industries Association
32	Lea Licht	Ministry of Trade and Industry
Palestinian Participants		
1	Iyad Jaraesa	Models Textile
2	Tareq Al Sous	SoteX Textile Co.
3	Majdi Abu Roman	National Textile Company
4	Nabil Abu Roman	Union Socks Company
5	Abdullah Alhodali	Al Hodali Textile Co.
6	Ilias Al Arja	Al Arja textile Com.

7	Hassan Manasra	Al Isra' Factory
8	Akef Hmodeh	Hmodeh Com.
9	Ayed Rabae'a	Alshera' Institution
10	Sami Jeries Eid	Sezar Factory
11	Tariq Saqf Al Heit	Alhuda Factory
12	Thaer Abdeljawad	Abdel Jawad Style
13	Zaid Othman	Flefel Com.
14	Fayeq Bilal	Bilal Company
15	Muhamad Saleh Abu Shanab	Al Jeyah Company
16	Suleiman Ibrahim Al Ghalban	Suleiman Al Ghalban Factory
17	Muhamad Saleem Al Madhoun	Muhamad Al Madhoun Company
18	Muhamad Hassan Abu Dan	Abu Dan and Bro
19	Rizeq Muhamad Al Madhoun	Nour Al Baha' Company
20	Marwan Muhdah	Marchel Company
21	Hassan Muhamad Salha	Salha Company
22	Hani Murad	FTI UNITEX

Annex 3-Participant Feedback

- Please rate the extent to which you agree with the following statements:

Question	Strongly agree	Agree	some what agree	Disagree
This meeting improved my understanding of the Israeli [Palestinian] textile and garment	6	8	1	6
This meeting provided me with an opportunity to meet at least one Israeli [Palestinian] company that I would consider doing business with in the future.	2	12	4	3
This meeting provided me with an opportunity to conduct business that has resulted in a business deal or that I expect to result in a business deal in the near future	2	7	2	10

Please rate the following

- Organization of meeting:

Question	Excellent	Good	Fair	Bad
Venue (lighting, A/C, comfort)	20	1	0	0
Translation services	19	1	1	0
Food and beverage	13	3	1	4
Transportation arrangements	20	1	0	0

- Types of future activities that would be beneficial in increasing Palestinian-Israeli trade in the textile and garment sector

Joint advocacy activities to facilitate trade and product flow between Israel and West Bank/ Gaza Strip	21
Further business to business meetings	21
Seminars/workshops on textile and garments related issues with notable speakers	21

Training programs	20
Other:	0

• Suggestions/Comments:

1. There was a problem with the match making between the Israelis and Palestinians.
2. Try to find a way for the Direct exporting
3. To invite more Israeli companies with different and various specialization. (Honigman and Jump are suggested companies).
4. Make the meeting longer (Some companies didn't get the chance to talk much with each other because the time was short)...
5. Karni in Gaza and the check points in the West bank are the main problem and most important issue to be solved.
6. Previous orientation for the Palestinian companies in order to make this meeting beneficial.
7. Invite people who are decision makers or can influence the decisions esp. the things concerning the flow of people and product
8. To work on sub-sectors in the textile and garment sector, in addition to make kind of clustering and gather groups of factories in order to get good offers.
9. Association to Association meetings (problem solving mechanism) as a first step.



Note:

List of Palestinian and Israeli companies that may do business in the future:

	Palestinian Companies	Israeli Companies
1	Al Arja Textile	Fox
2	Suliman Al Ghalban Co	2 companies
3	Bilal Co	2-3 companies
4	Thaer Abduljawad Factory	One company
5	Socks Union	Gebor Sabrina
6	Nour Al Baha' Co	3 companies
7	Farj Salha Co	Met with companies already working with
8	Tareq saqef Al Haet	Anastasia
9	Muhamad al Madhoon Company	1 company



EVENT REPORT

FAMILIARIZATION TOUR TO JERUSALEM

February 15th 2005.

Report Prepared by:
Palestine Trade Center – PalTrade

February 28, 2005

Introduction:

Upon request of the Arab Hotel Association, through their ongoing cooperation with the Israel Hotel Managers Association, PalTrade was approached to support a familiarization tour to East Jerusalem for Israeli incoming tour operators.

Among the issues of mutual concern is the image and future of tourism to the Holy Land. In order to stimulate the return of pilgrims, freedom of access to all religious sites in Israel and the Palestinian cities of Bethlehem and Jericho must be guaranteed at all times. East Jerusalem, as a location where many sites of interest to tourists exist, must enjoy fluid access from the airport, other parts of Jerusalem and the rest of the country. Municipal plans should be sensitive to the development of tourism while preserving the culture mosaic structure of Jerusalem and providing for its prosperity. Furthermore, a vulnerable industry is subject to an outward loss and weakening of its human resources. A thoughtful plan needs to be envisaged to preserve this vital resource and to create programs for its enhancement.

Several meetings with Public sector officials were also conducted where most of the concerns were addressed. In an attempt to bring together tourism professionals from both sides. The Arab Hotel Association together with the Israel Hotel Managers Association agreed to take further steps that will help solve the issues of concern and bring about a new image by promoting Palestine and Israel jointly.

The idea behind the Venue:

The Palestinian Hospitality Familiarization day was initiated by AHA from within the same spirit of bringing together tourism professionals for the mutual benefit. The Palestinian Hospitality industry lacks substantial markets that already exist on the Israeli side and in the hands of Israeli tour operators. Some of these Tour operators have been unaware of the Palestinian product and services for a long time. The new tourist markets from Eastern Europe, Russia, and Asia are not yet accessible by Arab Tour Operators and The Arab Hotel Association sees in these markets a perfect match for its services in East Jerusalem, Bethlehem, and Jericho.

From here the idea of bringing Israeli Tour operators came, on the intention to present our products to the agents in need for hospitality facilities, namely hotels and restaurants, that are located adjacent to the Old City of Jerusalem, in Bethlehem and Jericho.

In cooperation with the Israeli Incoming Tour Operators Association and the support of the Paltrade, the Palestinian Peace Coalition and the Peres Centre for Peace, The Arab Hotel Association invited 80 Israeli Tour operators for a Familiarization day in East Jerusalem on Tuesday 15 February. The original invitation included Bethlehem as well but because Israelis were denied access to Bethlehem we had to bring the venue to East Jerusalem and arrange for a trade show at one of the hotels where Israeli tour operators can meet Tourism stakeholders from the Palestinian Areas and get information about their establishments.

Funding & Support:

Several supporting organization and donor helped make this event successful. Through the Letter of Agreement signed between PalTrade and the Arab Hotel Association, generous funding and support was made possible through cooperation with the Palestine Peace Coalition and the USAID.

Photo Galleries and the outcomes:

On the organizational level:

- The experience behind organizing such an event in preparation for future similar promotional activity.
- The participation of 23 Israeli tourism professional was an accomplishment by itself. The Israel Tour Operators Association had a lot to do in this respect.
- The positive cooperation and coordination between Israeli and Palestinian counterparts on the Institutional level

On the Business level:

- Hotels, and restaurants visited were described by the guest as unique products with enough potential market at hand
- New ideas were brought up. (Koshers meal production at restaurants and hotels)
- Folklore evenings requests by tour agents for their European market
- **Several group and FIT reservations were made within the first week**
 - **St. George's hotel 60 pax**
 - **Jerusalem Hotel 3 rooms**
 - **Addar Hotel 35 rooms were booked**
 - **Dream Restaurant reservation for 300 pax.**

On the institutional level:

- This event marked a successful achievement to the Arab Hotel Association as a leading partner in the Palestinian Tourism Industry capable of serving not only the hotels but also the restaurants, handicrafts and cultural centers in Palestine





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Israeli participation

Familiarization day for Israeli Tour Operators

East Jerusalem - 15 FEB. 2005

Name	Company / Institution	Area
Ami Etgar	Israel Incoming Tour Operators Association	Tel Aviv
Amos Mazur	Ophir Travel	Tel Aviv
Frath David	Diesenhaus Unitours	Tel Aviv
Idit Nirel	Peres Center for Peace	Tel Aviv
Itzik Ben Ari	Ben Harim Touring Co.	Tel Aviv
Jenny Brudo	Target Conferences Ltd.	Tel Aviv
Noam Eshed	Consolidated Tour Operators	Tel Aviv
Rafi Shelef	Rafi Shelef Tourism	Tel Aviv
Ronit Cohen	Business Time Scanorama	Tel Aviv
Sacha Grinstein	Tailor Made tours	Tel Aviv
Shulamit Karsenty	Ophir-Pel tours Incoming Department	Tel Aviv
Steve Jaffe	Tailor Made tours	Tel Aviv
Yair Mazur	Ami Travel	Tel Aviv
Akiva Yaacov	The Israel Experience – Educ. Tourism Services Ltd	West Jerusalem
Amnon Lipzin	Israel Travel News	West Jerusalem
David Dassa	Arch Tours 2000, Inc.	West Jerusalem
Elena Pevzner	Rejwan Travel Services	West Jerusalem
Elena Rahimov	Rejwan Travel Services	West Jerusalem
Felicia Mizrahi	Tailor Made Tours	West Jerusalem
Ilanit Melcheaor	Start Up Jerusalem	West Jerusalem
Martha Rettig	Israel Experts	West Jerusalem
Steve Jaffe	Israel Experts	West Jerusalem
Tamar Fenigstein	Rejwan Travel Services	West Jerusalem



Palestinian Tourism Private Sector Hosts and Participants

Familiarization day for Israeli Tour Operators

#	Name	Company	Institution	Area
1	Samira Hassassian	Bethlehem Peace Center	Cultural Center	Bethlehem
2	Elias ElArja	Bethlehem Hotel	Hotel	Bethlehem
3	George Abu Eita	Paradise Hotel	Hotel	Bethlehem
4	Michael Kreitem	Bethlehem Star Hotel	Hotel	Bethlehem
5	Samar Abu Eita	Shepherds Hotel	Hotel	Bethlehem
6	Suheil Thaljih	St. Maria Hotel	Hotel	Bethlehem
7	Riad Hamad	Jericho Resort Village	Hotel	Jericho
8	Jamal Ghosheh	Alhakawati Theater	Cultural Center	Jerusalem
9	Mr. Sari Rabadi	Arab Tourist Guides Union	Guides Union	Jerusalem
10	Awni Insheiwat	7 Arches Hotel	Hotel	Jerusalem
11	Fahmi Nashashibi	Golden Walls Hotel	Hotel	Jerusalem
12	Fayeq Nashashibi	Strand Hotel	Hotel	Jerusalem
13	Fida Qutob	St. George's Intl. Hotel	Hotel	Jerusalem
14	Kazem Sarandah	Capitol Hotel	Hotel	Jerusalem
15	Raed Saadeh	Jerusalem Hotel	Hotel	Jerusalem
16	Samer Nusseibeh	Addar Hotel	Hotel	Jerusalem
17	Sami Abu Dayyeh	Ambassador	Hotel	Jerusalem
18	Sonia Khoury	American Coloney Hotel	Hotel	Jerusalem
19	Ibrahim Hindyeh	Four Seasons Restaurant	Restaurant	Jerusalem
20	Mahmoud Taziz	Dream Restaurant	Restaurant	Jerusalem
21	Ahmad Abu Taa	Jerusalem Souvenirs	Souvenirs and Handicrafts	Jerusalem
22	Haidar Hussein	ASTAP/CG	Tourism Association	Jerusalem
24	Mr. Omar Khatib	Mt. of Olives Transport	Transport Co.	Jerusalem
25	Azmi Abu Hamdan	Gemzo Suites Hotels	Hotel	Ramallah
26	Sami Khoury	Paltrade	National Trade Institution	Ramallah

EVENT REPORT
BRITISH DESIGNERS' VISIT TO PALESTINE

MAY 8TH-MAY 12^H, 2005

Report Prepared by:
Trade Development Department
Palestine Trade Center – PalTrade





Background:

Embroidered pieces can be found in the homes of most Palestinian families in the West Bank, Gaza and beyond.

Cross-stitch embroidery is worn by Palestinians worldwide on special occasions. The popularity of embroidery springs both from its beauty and its association with Palestinian culture and history. Embroidery patterns are derived from sources as diverse as ancient mythology and British Colonization, and date back as far the Canaanites who lived in the region More than 3,000 years ago.

Traditionally, embroidery was the principal decoration of rural Palestinian Women's clothing. It was part of a village woman's daily routine and a Means of showing off her personal skills and social identity. The various colors, patterns and styles of dress reflected a woman's social standing, marital status and wealth.

Although the Palestinian cultural landscape has changed dramatically in the past fifty years, cross-stitch embroidery remains a vibrant handicraft Because for many Palestinians it is a familiar reminder of the lives of their Grandparents and great-grandparents.

Designs and stitches have been exchanged between so many different cultures and geographical areas, through travel, trade and the availability of printed design books, that many design elements are now common to several cultures. Even today, it is fascinating to see the same motifs occurring in the traditional peasant embroideries of countries as far apart, geographically. There are many regional variations of similar cross stitch shapes, including eight-pointed star, heart, flower and bird motifs, as each basic shape is translated to fit the grid of the fabric in a slightly different way.

Introduction

Eight British fashion designers were invited to visit Palestine. The team was lead by Ms. Bella Freud. The program inspiration evolved from the Palestinian Exhibition for Souvenirs and Handicrafts that was organized in November, 2004 in London at the Arab British Chamber of Commerce and in cooperation with the Palestinian Ambassador to the United Kingdom Mr. Affif Safieh. Mrs. Saffieh accompanied the British Designer Team on the trip.

The British Designer's visit was funded by USAID.

The Visitors

Ms. Bella Freud –	Designer (Head of Delegation)
Mr. Markus Lupfer –	Cloths Accessories Designer
Ms. Katie Hillier –	Belts Accessories Designer
Mr. Stephan Jones –	Hat Designer
Mr. Markus Griffith –	Bag Designer
Mr. Paulo Anderssen -	Designer
Mr. Sid Bryan –	Knitwear Designer
Mr. Grant Flemming –	Photographer

Visit Program

7th - Saturday

6.00 pm	Meeting briefly with the program organizers.
6.30 pm	Arab Orthodox Society Media Center.
7.30 pm	Reception at the Christmas Hotel Jerusalem.

8th Jerusalem - Sunday

9.00 am	Visit Holy Sepulcher Church & Dome of the Rock
10.30 am	Tour of the Old City of Jerusalem & visit to Ghassan Abdeen Gallery.
12.30 am	Visit jewelry manufacturer's shops in Jerusalem. (handmade)
1.00 pm	Lunch in the Old City of Jerusalem.
2.30 pm	Dar Al Tifil Al Arabi Museum.
7.00 pm	Dinner at the Ambassador Hotel – Courtesy of the Owner Mr. Sami Abu Dayyeh

9th Ramallah - Monday

8.30 am	Visit Qalandia Refugee Camp Woman Association.
10.30 am	Visit Inash Al Usra Association.
12.00 am	Lunch courtesy of Inash Al Usra.
1.30 pm	Visit YWCA Center at Galazon Refugee Camp.
3.00 pm	Beir Ziet University.
3.30 pm	Palestinian Embroidery Center.
5.00 pm	Briefing by Paltrade.

10th Bethlehem - Tuesday

8:00 am	Sunbula
9.30 am	Meeting with the Palestinian Minister of Tourism. (9.00am Confirmed)
10.15 am	Bethlehem Chamber of Commerce.
11.00 am	Arab Women Union.

12.30 am	Lunch in Bethlehem courtesy of Arab Women Union.
1.30 pm	Tour of Bethlehem – Nativity Church.
2.30 pm	Fashion and Textile Institute – Hani Murad.
4.00 pm	Palestine Heritage Center.
7:30 pm	Reception at the residence of the Consul General of the United Kingdom.

11th Wednesday

10.30 am	Evaluation meeting with all the relevant associations
02:00 pm	Conclusion meeting with PalTrade
7.30 pm	Diner at Basha restaurant courtesy of the Souvenirs and Handicrafts Association.

12th Thursday

Departure

Designers Interaction:

- The British design delegation was introduced to Palestinian embroidery associations through visits to producers. Ways of production, threads, stitches, and fabrics were investigated and evaluated.
- The British delegation's work was presented to the Palestinian producers. This constituted a golden chance for the producers to compare, learn, and evaluate. The delegation members gave samples of their work to be produced, they then commented on the quality and final look.
- Discussion of previous experience with use of handicrafts in designs. Designers' previous experience in working with traditional handicrafts in other countries and successfully incorporating them into designs. Palestinian embroiderers benefited and greatly encouraged by learning about a success story. (Pictures showing the original handicrafts and how they were incorporated into modern designs).
- Feedback on Palestinian embroiderer's products and capabilities was summarized by the designers': The designers' feedback on what they have observed during their visit was illustrated, what works and what doesn't, and areas that could be improved.
- Future cooperation was outlined. A discussion on how future collaboration between the designers and the embroiderers in terms of order sizes, materials, time frames for delivery, even prices. Also some discussion on the mechanism through which orders could be received and managed.

Conclusion

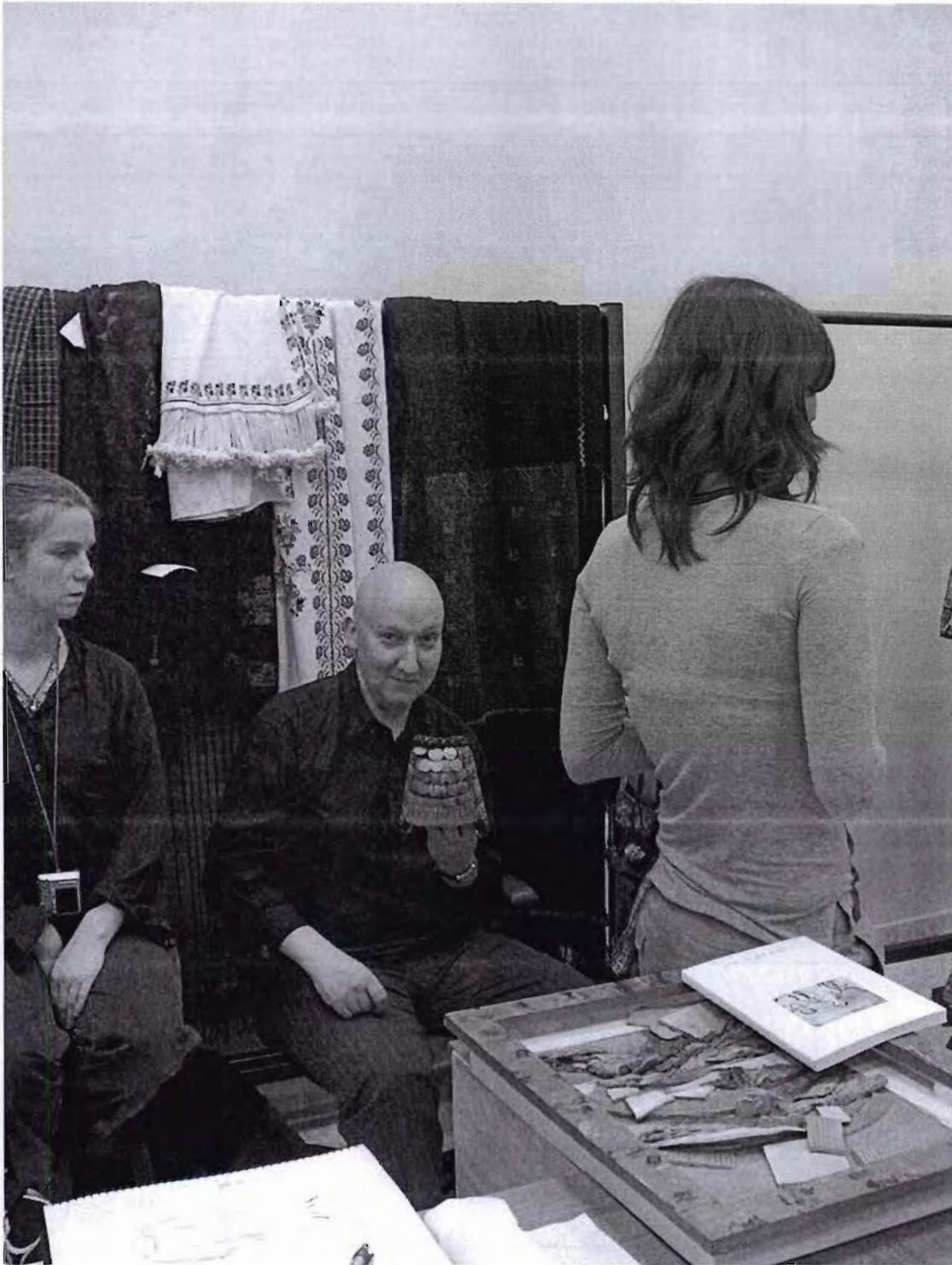
The British team agreed to commit themselves to help develop a vision to find ways to incorporate Palestinian embroidery in international fashion design. PalTrade was named by the British team and national embroidery producers to lead the effort. Further activities will be scheduled to compliment the results of trip.



















**Palestinian - Israeli Textile & Garment Companies B2B Meeting
Dan Panorama Hotel, Tel Aviv – April 5, 2005
Activity Report**

Activity background

PalTrade as a National Trade development Organization, advocates a competitive, enabling business environment, and is dedicated to improving trade competitiveness through trade promotion and capacity building, PalTrade with the cooperation of Perce Centre for Peace coordinated a Business to Business meeting in Tel Aviv in 5, April, 2005 between The Israeli and Palestinian Textile companies in order to maximize the Palestinian business scope in the Israeli market.

Textile and Garment Sector

The garment and textile sector makes an important contribution to the Palestinian economy. There are an estimated 42,000 garment and textile workers in the West Bank and Gaza, mostly in garments, who contribute approximately 10% of Palestinian manufacturing output. The sector is made up primarily of small-medium companies with the flexibility and capacity to accommodate various order sizes according to customer specifications and needs. The sector also includes several larger firms with higher capacities and certifications to international quality standards such as ISO 9000.

Palestinian firms produce primarily for Israeli buyers, either for consumption in the Israeli market or export, as well as for the local market. Small but growing quantities are exported directly to overseas buyers. Palestinian producers are currently manufacturing a wide range of products including circular knitwear (including underwear and other products), denim products, terry cloth, bed linens and other institutional and home textiles, and socks. The quality is high as is attested to by the presence of some of the world's best-known brand names on products currently exported under license to Israeli agents, including Macy's, Calvin Klein, Jone's New York, Esprit, Casual Corner, and Marks & Spencer.

The textile and garment industry is in the process of redefining itself under international competitive pressures and revitalizing its trade relations with Israeli clothing companies who represent its primary market base.

Goals of the meeting:

- Develop the Palestinian textile and Garments sector.
- Revitalize business relation between Palestinians and Israeli companies.
- Locate new buyers for Palestinian companies in the Israeli market.
- Improve mutual Palestinian and Israeli understanding about each others' Sectors.
- Facilitate trade and product flow from West Bank and Gaza Strip to Israel.

Funders:

- USAID
- Peres Center for Peace

Organizers:

- PalTrade
- Union of Palestinian Textile Industries (UPTI)
- Sewing Factories Owners' Union (SFOU)
- Perce Center for Peace

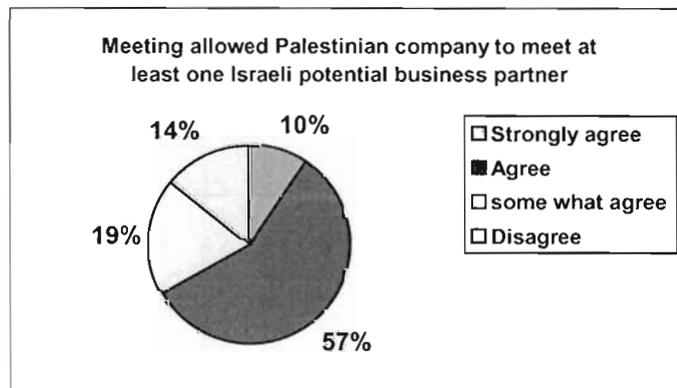
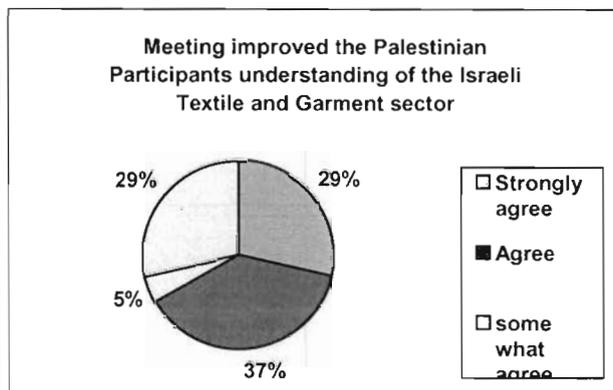
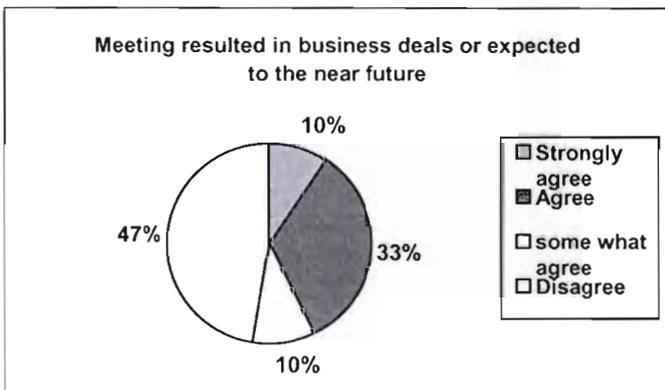
Key Performance indicators planned

At least 30 attendees (Israeli & Palestinian)

Achievements:

- Number of Companies invited: 28 Palestinian companies and 24 Israeli companies.
- Number of Attendees: 22 Palestinian companies and 21 Israeli companies.
- 9 Palestinian companies revitalized their business relations with Israeli companies and identified possibilities for future cooperation.
- Many business men were able to get permits after being refused before.
- 75% have closed business deals or expect to in near future (agree or strongly agree)

Feedback from Palestinian companies:



Annex 1-Meeting Agenda:

**Palestinian - Israeli Textile & Garment Companies B2B Meeting
Dan Panorama Hotel, Tel Aviv – April 5, 2005**

10:00 – 10:30	Meeting of Palestinian Companies at Gaza, Bethlehem and Tulkarem.
12:00 – 12:30	Registration
12:30 – 13:15	<ul style="list-style-type: none"> • Welcome speech of Peres Center for Peace, given by Mr. Dov Lautman, Chairman of Delta Galil Industries and Member of the Executive Board of the Peres Center for Peace. (7 minutes) • Welcome speech of Palestine Trade Center – PalTrade, given by Mr. Elias Al-Arja, Member of PalTrade's board of directors, Owner of Al-Arja Textiles Co. (7 minutes) • Presentation of the Israeli Textile sector – Mr. Ramzi Gabai, Chairman of the Textile and Fashion Industries Association, Manufacturers Association of Israel. (15 minutes) • Presentation of the Palestinian Garment and Textile sector – (speaker TBD) (15 minutes)
13:15 – 14:00	Lunch Break
14:00 – 17:00	Open business to business meetings
17:00	Departure

Annex 2-Participant list:

	Name of Participant	Company / Organization
Israeli Participants		
1	Avi Shoef, General Director	Avi B. Shoef Marketing Agencies Ltd
	Menachem Reuveny, Managing Director	Bonita
	Bracha Baron, Managing Director	Bracha Baron
4	Asher Kardi	
	Yaacov Zider, Production Manager	Castro Model
	Koby Cohen, Owner and Director	Chaos Ltd
7	Dov Lautman	Delta
	Imad Telhami	
	Julio Bocian, General Director	Embi Jeans Ltd.
10	Abraham Gabai, Production Manager	Fox Wisel Ltd.
11	Saleh Hirbawi, Owner	Hirbawi for Trading & Industry Ltd.
12	Yair Rotlevi, Director & Chairman	Lodzia Argaman Rotex
13	Neta Yamin	Neta'le
14	Menashe Molayem	New Milan Ltd.
15	Liora Lenger, Vice President	Offis Textile Ltd.
16	Eitan Farag, Ready-Made Director	
17	Kobi Levi, Production Manager	Paganka
18	Ramy Jakobson	Pour Toi

19	Rafael Kata, Owner and General Director	Ralf – Kata
20	Uriel Kata, Product Manager	
21	Gulie Ben Yosef, Production Manager	Renuar
22	Rivka Nisan	
23	Barzellai Hila, Marketing Director	Rina Zin ltd.
24	Erez Noah	
25	Hanan Grinberg, Product Manager	Royal Night
26	Ilan Levi, Director	Tag Woman
27	Halevi Sagiv	
28	Shira Bejerano, Production Quality Manager	Yael Orgad
29	Zvi Lieberman	Fashion & Textile Industries Association
30	Ramzi Gabbay	Fashion & Textile Industries Association (and Offis Textile Ltd.)
31	Tali Zaidman	Fashion & Textile Industries Association
32	Lea Licht	Ministry of Trade and Industry

Palestinian Participants

1	Iyad Jaraesa	Models Textile
2	Tareq Al Sous	SoteX Textile Co.
3	Majdi Abu Roman	National Textile Company
4	Nabil Abu Roman	Union Socks Company
5	Abdullah Alhodali	Al Hodali Textile Co.
6	Ilias Al Arja	Al Arja textile Com.
7	Hassan Manasra	Al Isra' Factory
8	Akef Hmodeh	Hmodeh Com.
9	Ayed Rabae'a	Alshera' Institution
10	Sami Jeries Eid	Sezar Factory
11	Tariq Saqf Al Heit	Alhuda Factory
12	Thaer Abdeljawad	Abdel Jawad Style
13	Zaid Othman	Flefel Com.
14	Fayeq Bilal	Bilal Company
15	Muhamad Saleh Abu Shanab	Al Jeyah Company
16	Suleiman Ibrahim Al Ghalban	Suleiman Al Ghalban Factory
17	Muhamad Saleem Al Madhoun	Muhamad Al Madhoun Company
18	Muhamad Hassan Abu Dan	Abu Dan and Bro
19	Rizeq Muhamad Al Madhoun	Nour Al Baha' Company
20	Marwan Muhdah	Marchel Company
21	Hassan Muhamad Salha	Salha Company
22	Hani Murad	FTI UNITEX

Annex 3-Participant Feedback

- Please rate the extent to which you agree with the following statements:

Question	Strongly agree	Agree	some what agree	Disagree
This meeting improved my understanding of the Israeli [Palestinian] textile and garment	6	8	1	6
This meeting provided me with an opportunity to meet at least one Israeli [Palestinian] company that I would consider doing business with in the future.	2	12	4	3
This meeting provided me with an opportunity to conduct business that has resulted in a business deal or that I expect to result in a business deal in the near future	2	7	2	10

Please rate the following

- Organization of meeting:

Question	Excellent	Good	Fair	Bad
Venue (lighting, A/C, comfort)	20	1	0	0
Translation services	19	1	1	0
Food and beverage	13	3	1	4
Transportation arrangements	20	1	0	0

- Types of future activities that would be beneficial in increasing Palestinian-Israeli trade in the textile and garment sector

Joint advocacy activities to facilitate trade and product flow between Israel and West Bank/ Gaza Strip	21
Further business to business meetings	21
Seminars/workshops on textile and garments related issues with notable speakers	21
Training programs	20
Other:	0

- Suggestions/Comments:

- There was a problem with the match making between the Israelis and Palestinians.
- Try to find a way for the Direct exporting
- To invite more Israeli companies with different and various specialization. (Honigman and Jump are suggested companies).
- Make the meeting longer (Some companies didn't get the chance to talk much with each other because the time was short)...
- Karni in Gaza and the check points in the West bank are the main problem and most important issue to be solved.
- Previous orientation for the Palestinian companies in order to make this meeting beneficial.

7. Invite people who are decision makers or can influence the decisions esp. the things concerning the flow of people and product
8. To work on sub-sectors in the textile and garment sector, in addition to make kind of clustering and gather groups of factories in order to get good offers.
9. Association to Association meetings (problem solving mechanism) as a first step.



Note:

List of Palestinian and Israeli companies that may do business in the future:

	Palestinian Companies	Israeli Companies
1	Al Arja Textile	Fox
2	Suliaman Al Ghalban Co	2 companies
3	Bilal Co	2-3 companies
4	Thaer Abduljawad Factory	One company
5	Socks Union	Gebor Sabrina
6	Nour Al Baha' Co	3 companies
7	Farj Salha Co	Met with companies already working with
8	Tareq saqef Al Haet	Anastasia
9	Muhamad al Madhoon Company	1 company



**International Computer Driving License – ICDL
Final Report**



November, 04 – June, 05

Funded by:

Executive Summary:



Given the assessment conducted through the IAP on existing gaps in computer competencies, PalTrade with the major support of IDB and the support of USAID has initiated the first large scale International Computer Driving License – ICDL in the West Bank & Gaza Strip.

Training objective was to increase work place productivity for approximately 200 employees in the entry level of the private sector companies through better use of computers in addition to increasing the number of certified individuals to provide smoother entry into new positions. Accordingly 195 individuals successfully benefited from the program of which approximately 95% were from the targeted group. More over, attendance was on average such that 77% of participants attended more than 80% of required hours. 85% of administered test resulted in a passing grade for the trainees to continue towards the completion toward the International certificate, while 74% of the total number of tests administered resulted in the acquiring of UNESCO's International Computer Driving License for 96 trainees. Most importantly, 89% of trainees believed that the program improved their workplace performance as initially planned.

As such, it can be said that the program has been highly successful in achieving its objectives and in benefiting both the trainees and their companies through improving workplace performance.

Introduction

The ICDL is considered one of the world's most successful programs for maximizing computer literacy in the workplace. This program is certified by the UNESCO and consists of 7 key modules which were covered in 72 training hours to include:

1. Introduction to Computers
2. File Management
3. Word
4. Excel
5. Power Point
6. Access
7. Internet & e-mail

Program beneficiaries were 195 trainees from mostly from entry level positions in private sector companies from the West Bank and Gaza Strip.

Our training partners included a consortium of the best capable training service providers in this field from the West Bank & Gaza consisting of Galaxy – Ramallah, Computer land – Gaza, Al-Muhtarifoun – Nablus & the National Institute for Training in Bethlehem.

As for official testing, it was conducted under the supervision of the UNESCO quality assurance representatives in each of the certified centers UNRWA in Gaza, Al-Najah University in Nablus & Galaxy Training Center in Ramallah.

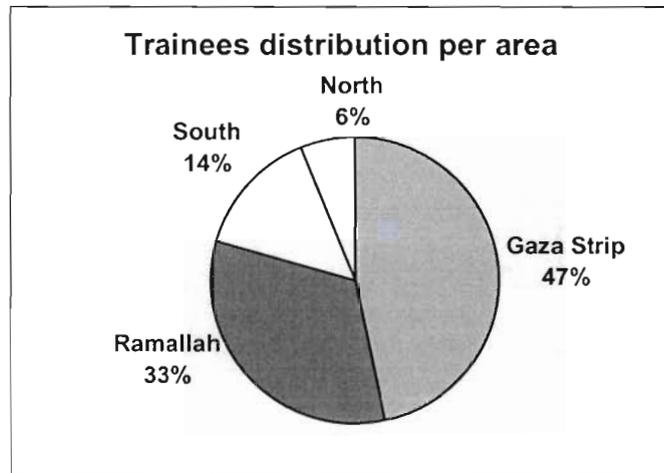
Implementation Mechanism:

Given the pre-launching outcomes for the bidding process in identifying the most qualified and capable service provider resulting in the selection of Galaxy along with their consortium partners; it was decided to carry out the program in two cycles so as to accommodate available capacity and maintain quality training. As such, the total targeted beneficiaries were broken down for 100 in the 1st cycle and 100 in the 2nd cycles.

PalTrade's training division carried out the following activities in order to ensure the quality and quantity of trainees' participation in the program:

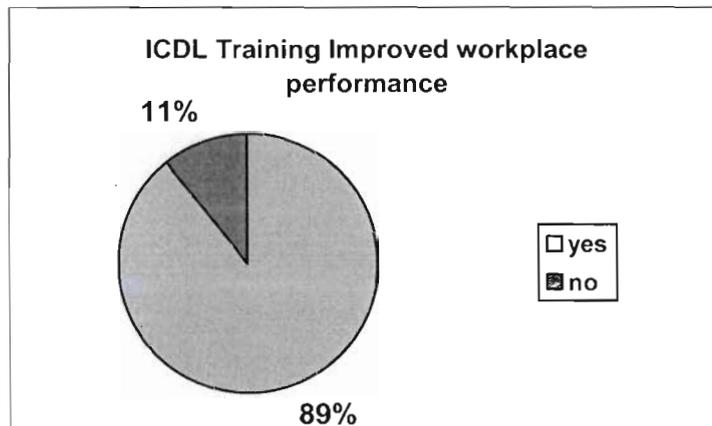
- **Setting Geographical targets:** A target was set for each geographical region based on the concentration of private sector establishments, as such was the breakdown:

- Gaza Strip target was 30% adjusted to 47% due to increased demand in this area
- Center initial target was 43% adjusted to 33% due to increased demand in Gaza Strip
- North initial target was 12% adjusted to 6% due to increased demand in Gaza Strip
- South initial target was 15% adjusted to 14% due to increased demand in Gaza Strip



- **Outreach & Promotion:** launching of media campaign took place at the start of the project which was composed of 3 days newspaper ads in the two major news papers: Al-Quds & Al-Ayyam. In addition to Direct ICDL Introductory letters, pamphlets (annex1) and application forms (annex2) which were sent out to more than 400 companies all throughout the West Bank & Gaza regions.
- **Application Processing:**
As a result of the outreach campaign, the training division received app. 225 applications from all West bank and Gaza
- **Registration:**
Yet only 116 agreements (annex3) were signed for the 1st cycle given the conditions stated within the agreements, while 79 agreements were signed for the 2nd cycle in Ramallah and Gaza strip. Coordination between PalTrade's training division and all consortium members took place to ensure proper communication of the selected groups' names, session days, session times and trainers (annex4).
- **Training Sessions:**
Sessions were conducted by each center according to the set times, locations, and required number of hours for all 7 modules.
- **Monitoring attendance & testing:** **During the actual training, the** attendance reports (Annex5) were collected to ensure proper monitoring of the actual attendance for the trainees. On average, 79% of participants attending 80% of the required hours which is an excellent achievement given the various holidays (Christmas, New Years, and Al-Adha) and transportation obstacles faced by Gaza participants. As for official testing, it was conducted under the supervision of the UNESCO quality assurance representatives in each of the certified centers UNRWA in Gaza, Al-Najah University in Nablus & Galaxy Training Center in Ramallah.

- **Evaluation:** The trainees' assessment through the evaluations (Annex6) has revealed the following key indicator which was initially set as the impact indicator:



89% of trainees believed that ICDL was directly related to improving their workplace performance while the initial anticipation was 70% of the targeted group.

- **Some obstacles faced during implementation:**
 - Initially in the first cycle, it was believed that the UNESCO training material for XP versions were also available for testing. However, it was later confirmed that the latest testing was based on 2000 versions. Accordingly, there was a minor discrepancy between training material and actual testing material as far as interfaces. This was overcome in the 2nd cycle.
 - The English language testing also created a difficulty for many trainees in the 1st cycle; this was also overcome in the 2nd cycle.
 - Certified training center's technical capacities and bureaucratic procedures by the UNESCO caused some delays in the testing process which were not anticipated. Also later overcome with more experience.

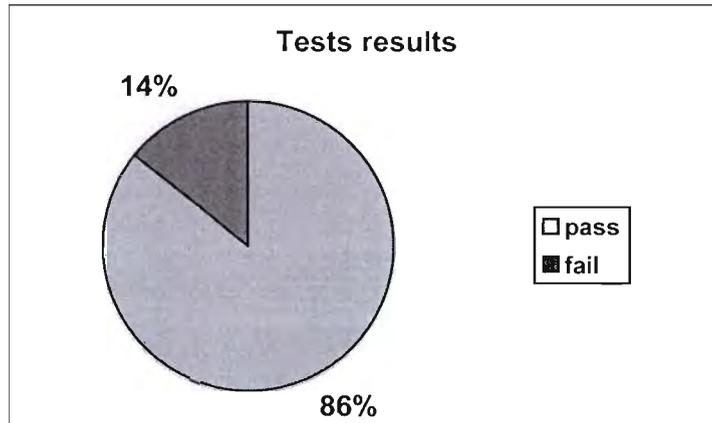
Summary of key Performance & impact indicators Achieved:

- Number of participants registered is 195 in 2 cycles, majority of which are from the targeted group profile.
- 79% of the trainees attended 80% of the training hours. In the first cycle which began in December 4th 2004 and completed in February 20th, 2005, **116 participants** have completed the last training session. As per our monitoring reports, attendance has been as follows:
 - Bethlehem: 68% of participants attended 80% of the required hours
 - Nablus: 92% of the participants attended 80% of the required hours
 - Gaza: 78% of the participants attended 80% of the required hours
 - Ramallah: 82% of participants attended 80% of the required hours

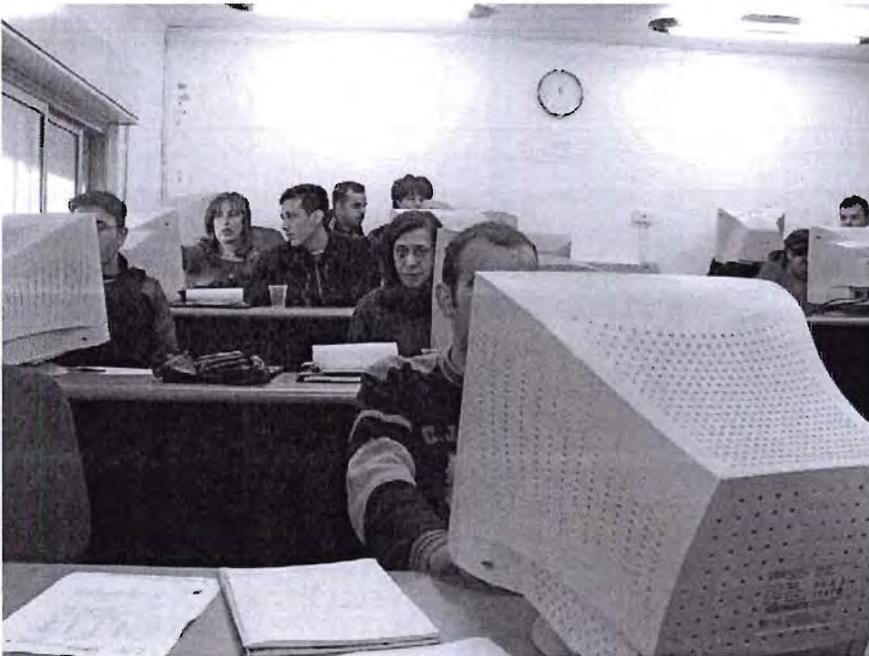
In the second cycle which began in March 3rd, 2005 and completed in May 14th 2005, **79 participants** from Gaza Strip and Ramallah have completed the last training session. As per our monitoring report, attendance has been as follows:

- Gaza: 90% of the participants attended 80% of the required hours
- Ramallah: 50% of participants attended 80% of the required hours

- Number of tests administered is 1015 by 171 trainees; 86% of those tests were completed successfully.



- 74% of the total number of tests administered resulted in the acquiring of UNESCO's International Computer Driving License for 96 trainees.



Galaxy Training Session - Ramallah



EVENT REPORT

**PALESTINIAN STONE & MARBLE
TRADE MISSION TO TURKEY**

ISTANBUL & IZMIR

MARCH 28TH – APRIL 3RD, 2005

Report Prepared by:
Trade Development Department
Palestine Trade Center – PalTrade

Introduction:

Turkey has a large quantity of marble reserves, which include a wide range of colours. The Turkish marble shades rang from very light grey to black and brilliant white. Turkey has proven probable and possible reserves of about 5 billion cubic meter. In 2003, Turkey's annual block marble production reached 3.2 million tons and the production of finished products reached 1.2 million tons.

Modern production equipment and methods have been very important factors in the development of the natural stone industry in Turkey. The natural stone sector in Turkey has developed rapidly in the last ten years. In compliance with the stone and marble strategy plan developed by PalTrade, the mission was arranged to focus on the production techniques; machinery and finishing.

Palestine shares similar colours of marble with Turkey. Following the Turkish steps in production will save the Palestinian stone sector time and expenses. The Izmir mission aimed at giving the Palestinian stone sector a closer look at the Turkish experience in stone industry from all aspects; the mission visited machinery production factory, stone processing facilities, and "Marble 2005".

Twenty seven Palestinian stone & marble producers (see attached list) participated in the mission which lasted for seven days starting on Monday 28/3/2005 and ended on Monday 3/4/2005. The trade mission was arranged with full partnership with the Palestinian Stone and Marble Union (USM) and funded by USAID and Islamic Development Bank (IDB). The USM was represented by his executive manager. Also, the chairman of the USM attended part of the Izmir Marble 2005, while PalTrade was represented by the stone and marble sector manager.

Objectives of the mission

- To explore the Turkish machinery capabilities and development.
- To learn from the Turkish experience in stone production and processing practices.
- To learn from the Turkish experience in stone finishing, packaging and waste management techniques.
- To monitor the latest development in international marketing practices and fair culture and setup.
- To launch and pave relations with Turkish companies and organisations for the benefit of the Palestinian Stone industry.

Mission Program:

- Monday 28/3/2005: Arrival to Istanbul
- Tuesday 29/3 - Wednesday 29/3: Visits
- Wednesday 30/3: Departure to Izmir

-
- Thursday 31/3 – 3/4 Sunday 3/4: Marble 2005
 - Sunday 3/4/2005: Departure

Visit to Mermer Kesme ve Silme; M.K.S. (Machinery Factory for the Stone Industry)

On Tuesday 29/3/2005, the Palestinian delegation visited the M.K.S. factory. The GM of the company, the sales manager, and the company's agent in Palestine hosted the delegation to a full tour of the factory. The technical team of the company illustrated the details of their machinery and answered the questions of the Palestinian manufacturers.

The factory is located in Sakarya which is located about 300 kilometres to the east of Istanbul.

Visit to Federal Marble; (Stone Processing Factory)

After visiting the M.K.S., the delegation head to Federal Marble, a stone processor producing more than 3,000 square meter daily. The company is situated on 40 thousand meters and uses state of the art machinery and finishing techniques.

This visit uncovered many of the surface finishing techniques, production practices, packaging design, production layouts, and waste management. Many of these practices were vague to the Palestinian producers.

Visit to VING ve MAKINA; GURALP (Cranes manufacturer)

On Saturday 2/4/2005, the delegation visited GURULP Company, which is a crane manufacturer, which has sold many of its products in Palestine. The visit explored the technical aspects of crane manufacturing and design.

"Marble 2005", Izmir Trade Fair,

The main event of the mission was visiting "Marble 2005", which was held in Izmir 30/3 – 3/4/2005. More than 500 exhibitors from over 30 countries participated in this international trade fair. Visitors came from all over the world. The participating companies covered all aspects of the stone industry;

- Quarry Machinery.
- Processing Machinery.
- Finishing Machinery and Materials.
- Stone handling and transport vehicles and equipment.
- Waste management solutions.
- Latest trends in finishes and colours of tiles and slabs in the international market.

For four days, the Palestinian delegation explored the participating companies' booths. They investigated new machinery for stone quarry and processing. Looked into finishing techniques and enjoyed watching the latest trends in final stone products.

The following activities were supported;

- Directing members of the delegation to important companies' booths.
- Explaining, translating, and communicating Palestinian producers' interests with exhibiting companies.
- Providing technical and commercial advice.
- Illustrating the implementing of certain finishing techniques.
- Providing support for interested buyers in negotiations.
- The Turkish Union for Stone industries was approached and proper introductions were made. Also the Izmir fair administration was visited.

Achievements:

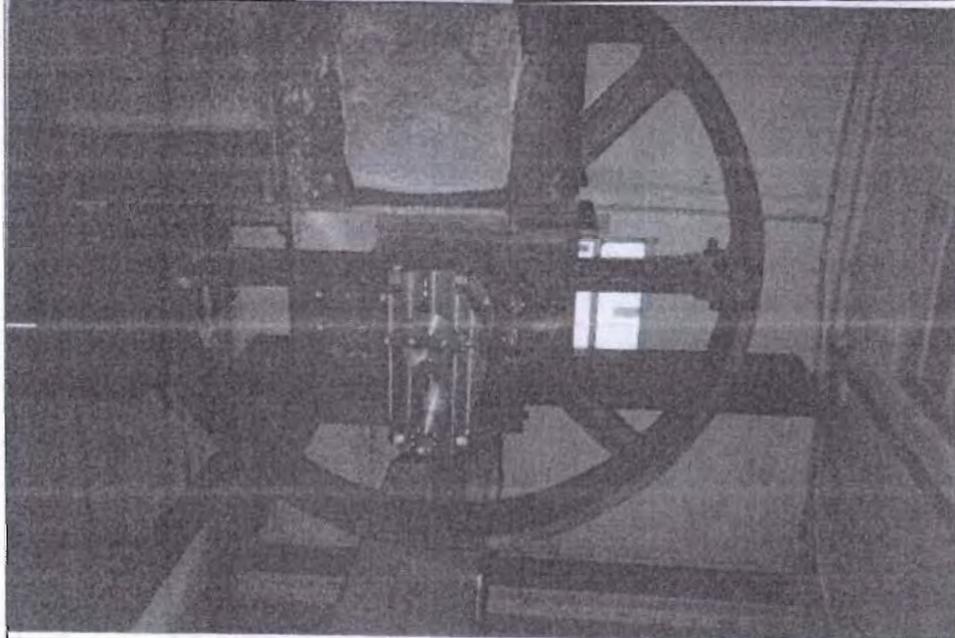
- The actual expenses of the mission were well below budget.
- The companies were familiarized with "filling", a process used in finishing slabs, which reduces waste because of surface default by more than 90%.
- Arrangements with a finishing material company, specialised in filling process, were made with the company to support the transfer of the know how to the Palestinian sector. More details of the arrangements will be clarified during the coming weeks.
- In two deals, the support of PalTrade successfully reduced the price of two machines by more than 30%. The deals were finalized. Commercial conditions were set to maximise the benefits to the favour of the Palestinian side.
- In two other deals, the prices and the selling terms were successfully negotiated to assure the maximum benefits for the Palestinian side.
- The representative of a major Stone Producer located the machinery that perfumes a certain type of finish.
- Spare parts, blades, and consumables were quoted. Most of the companies expressed their high interest in buying because of high cost reduction.
- The quotes of the machinery offered to the Palestinian were well below previous offerings obtained by them ever before.
- In a survey conducted after the mission the followings were observed:
 - 5 participants closed purchasing deals to buy machines, parts, or other supplies during this mission, or expect to do so in the near future
 - 1 participants closed a deal to sell product during this mission, or expect to do so in the near future.
 - 11 participants believe that this mission provided them with an opportunity to meet at least one company that I would consider doing business with in the future, to buy.
 - 4 participants believe that this mission provided them with an opportunity to meet at least one company that I would consider doing business with in the future, to sell.
 - 17 participants believe that this mission increased their technical know how in finishing processes.
 - 22 participants said that he mission met my expectations overall.

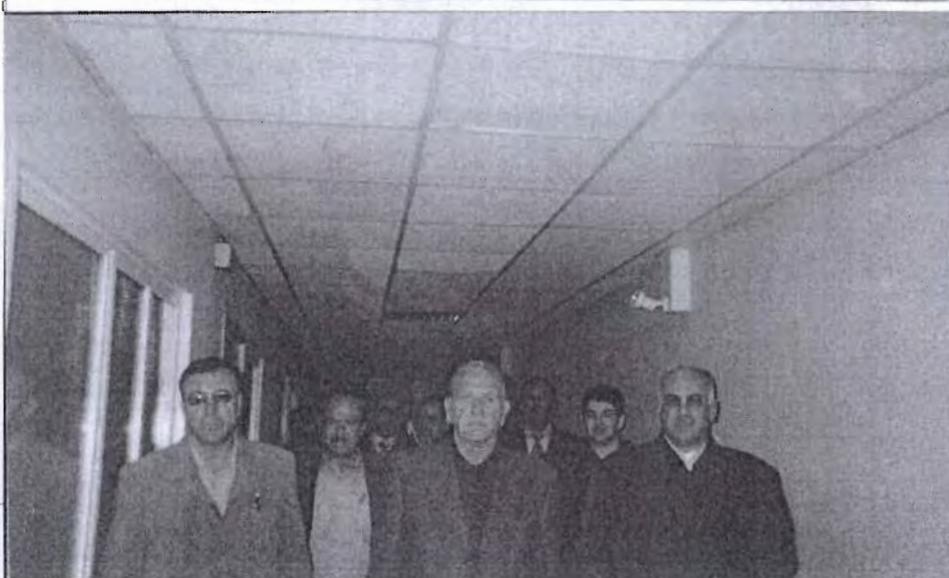
Conclusion:

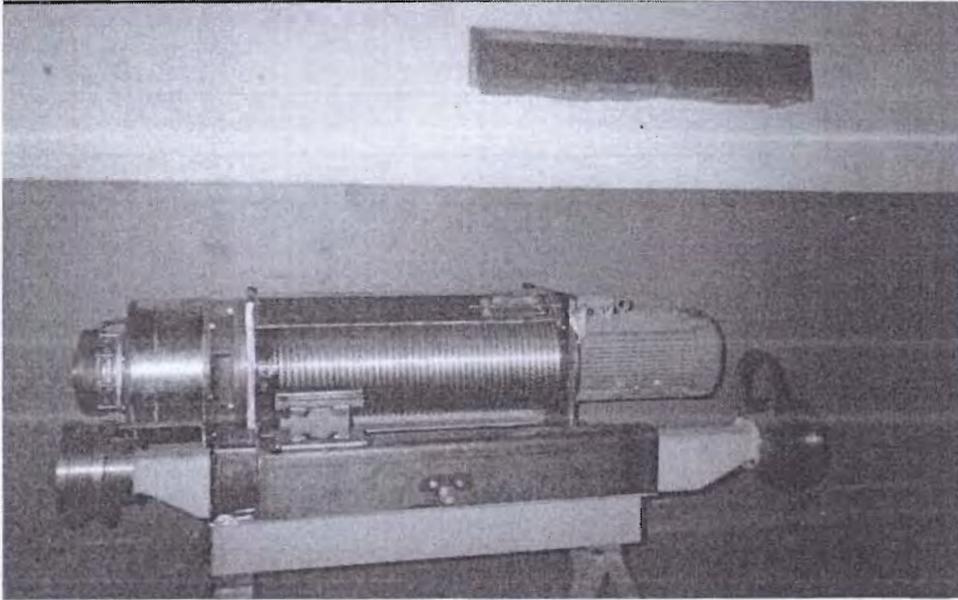
The mission successfully met its objectives. The participating companies learned in few days the worth of years. I believe that benefits were tremendous. The production and finishing techniques were fully covered. Most of the companies will benefit from the knowledge obtained and eventually increase their sales, especially exporting. However, more work is needed, especially regarding finishing issues. Follow up with the participating companies is on going to monitor and supervise the implementation of the new ideas observed in the visited sites and explored in the fair.

#	Name	Company
1	SAYEL A ALJONDI	Al-Jondi company for marble
2	HISHAM M J BANISHAMSA	Al Amana factory
3	KHADER M S JARAD	Arab company for marble
4	MICHAEL SALIM MICHAEL JARAD	Arab company for marble
5	SAMIH MOHAMMAD KHALEEL AHMED	Karam Rsheed company
6	MOH'D AHMAD ABED ALNABI ABED ALGHANI	Al-Ra'da company
7	WALID H K DIREYA	Al-Waleed company
8	AHMED N O ALHAWAMDA	Nassar Investment company
9	JIBREEN I. A. ABUDAWOUD	Al-Nakeel company
10	MOUSA A S IBALDAAJNA	Al Tatwer Aladeeth company
11	JEHAD M A EBAID	Al Tatwer Aladeeth company
12	JAMAL M A ALWARASNA	Al-Ain company for stone& marble
13	SUBHI HASAN KHALIL MOHAMMAD KHALI	Al-Aqsa company for marble
14	MOHAMMED R M TAQATQA	Modern co. for marble &stone
15	ZAKARIA M I HALAYQA	Al-Za'faran company
16	ABDALAZIZ A A TAQATQA	Abdalaziz Taqatqa factory
17	FALEH SAID ABDALLAH AWWAD	Whitestone company
18	TAHER HASAN DARWISH	Al-Darweesh co. for marble & stone
19	MOHAMMAD ALI KHALIL ALMASHNY	Habes Halayqa factory
20	NASRY M I ALFAWAGHRA	Al-Nedal company
21	MAHMOUD H A ABAHRA	Al-Vamoun firm
22	HUSAM M. M. ABDO	Al-Bourj factory
23	ISMAEEL MOHAMMED WARASNA	Al-Safi Company for Stones & Marble
24	HASAN A M NASSAR	Marmara Co.
25	SAMI E. S. THALJIEH 30/3/2005	Holy Land Co.
26	MOHAMMED G M GHAZI	GHAZI STONE Co.
27	FAHED M A GHAITH	











Protocol & Etiquette
Academic Centre of Excellency
Middle East



Eagle of Management in the International Market Horizon



**Pyramid Park Intercontinental Hotel – Egypt
April 17 – 22, 2005**

Funded By:



Background:

Paltrade and through its continuous efforts in fulfilling the private sector needs and suggestions, has

arranged for a six-day training program under the title of "Eagle of Management in a free International Trade Market Horizon", administered by the Protocol & Etiquette Academic Center of Excellency from Egypt. The training took place between 17/4/2005 – 22/4/2005 at the Pyramid Park Intercontinental Hotel in Egypt. The training program was funded by the USAID and the Islamic Development Bank.

Training Partners and expert Credentials:

PEACE Center is the sole and pioneer Protocol & Etiquette Academic Center of Excellency in the Middle East Market. It is newly implemented in the training domain to provide training in different schools of training (business Etiquette, Management, Marketing, Sales, Professional secretaries, Customer Care, project Management, strategic Planning, Motivation, etc.), recruitment, business development, consultations, and web development to any organization in the Middle East.

Training Goals:

To provide Palestinian company representatives with the knowledge required to better manage their operations specifically their sales and marketing functions to compete in the international and local markets, through the following learning objectives achieved:

1. Understanding the Professional Management Fundamentals for International Trade Business.
2. LEARNING THE EFFECTIVE INTERNATIONAL MANAGERIAL COMMUNICATION SKILLS.
3. HOW TO BE CREATIVE ON THE JOB CONQUER THE BRAIN DRAIN.
4. MOTIVATING INTERNATIONAL BUSINESS TEAMS.
5. PROBLEM SOLVING WITH INTERNATIONAL TRANSACTIONS.
6. NEGOTIATING INTERNATIONAL DEALS.

Detailed workshop agenda is in annex 1.



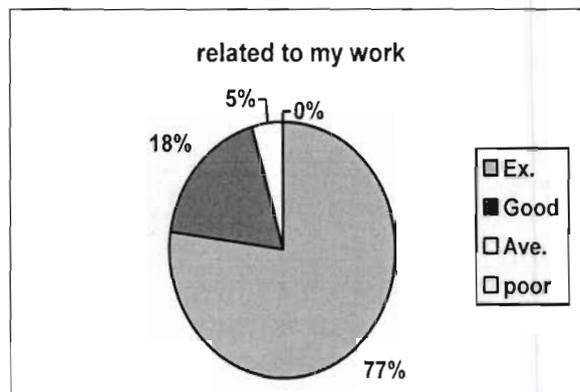
Achievement of key Performance indicators planned:

- The Number of targeted participants was 15 - 18, but due to high Demand by companies for the identified need, the number of applications exceeded 45 applicants before the end of the deadline. In order to keep the high level of interaction, it was decided to include 7 more applications to reach the total of 25 participants only.

- Due to complications in attaining entry visas for 2 of the participants only 23 were able to attend the full 6 day training sessions.
- As far as attendance is concerned, an estimated 95% of the participants attended 100% of the contact hours.

Achievement of key impact indicators planned:

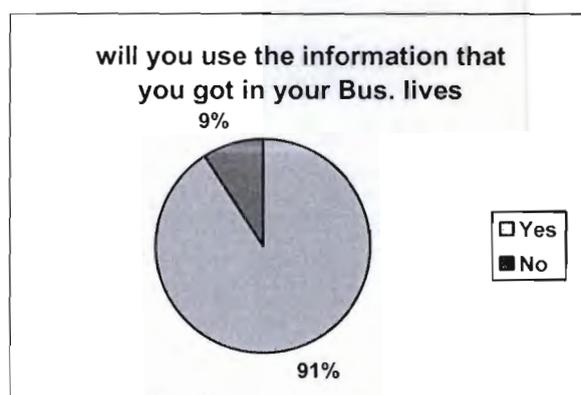
- 70% of the trainees were from the targeted groups (Sales & Marketing Managers), as shown in the participants list below.
- As per evaluation forms filled out after the completion of the sixth day, the following were the main evaluation outcomes:
 - At least 77% of the trainees agreed that the training program is related to their work areas:



- At least 86% of the trainees agreed that the training program has achieved its goals.



- 91% of the trainees agreed that they could implement what they have learned in the training in their business lives:



- With the closure of the training the participants received certificates in addition to a CD that includes the training material and the souvenir pictures that were taken during the training.

The participants in the training program:

The program's main target group is the Marketing & Sales Managers, Top management team members & Middle management. 17 participants from West Bank and 8 participants from Gaza Strip registered to participate in the training, but only 23 participants made it to the training due to visa problems for two of the participants from Gaza Strip. Palestine Trade Center – Paltrade was represented by Raghda Mustafa the West Bank training Coordinator.

Participants Names:

Com. Name	Name	Position	From
Massar	Raed Rajab	Consultant Assistant	West Bank
Sun Pharm	Thaer Khalil Abu Shmais	Sales & Marketing Manager	West Bank
Alrajeh Factory	Bashar Dwikat	Sales & Marketing Manager	West Bank
National Insurance Co.	Husein Ahmad Hasan Seifi	Sales & Marketing Manager	West Bank
Infinity Technologies	Tariq Shadid	Sales & Marketing Manager	West Bank
Al Osali TRADE Co.	Najah Osaily	Administrative & Financial Manager	West Bank
Pharmacare PLC.	Mohammed Khaled	Sales & Marketing Manager	West Bank
Al Ajouli Co.	Murad Salem	Sales & Marketing Manager	West Bank
Abdul Rahman Hijawi Co.	Mohanad Hijawi	Sales & Marketing Manager	West Bank
Suhail & Saheb Co.	Iyad Mahmoud (S Tamimi)	Administrative & Financial Manager	West Bank
Al Ajouli Jewelry Co.	Mohanad Omar	Sales & Marketing Manager	West Bank
Nieroukh Scales.	Alaa Nairoukh	Sales & Marketing Manager	West Bank
Jawwal Co.	Rola Alfatafta	Sales & Marketing Manager	West Bank
Organic Oil Producers Cooperative	Wesam Ziada	Chairman-Board of Directors	West Bank
Reema Co.	Husam AlArabi	Sales & Marketing Manager	West Bank
AL-Junidi	Mashhour Abukhalaf	Sales & Marketing Manager	West Bank

Islamic Co.	Khaled Khatib	Acting General Manager	West Bank
Jawwal Co.	Hisham Murtaja	Sales & Marketing Manager	Gaza Strip
Jawwal Co.	Omar Al Shamali	Sales & Marketing Manager	Gaza Strip
Massar	Ali Badwan	Consultant	Gaza Strip
Islamic Bank	Awni Al Tawil	Sales & Marketing Manager	Gaza Strip
Salman Al Hello Co.	Wasim Al Hello	Sales & Marketing Manager	Gaza Strip
Palestinian for hearing Services	Rabab Saq Allah	Executive Secretary	Gaza Strip

Recommendations:

1. To contact the participants after the training course to make sure that they received the needed information.
2. To preserve the relationship between Paltrade and the Protocol & Etiquette Academic Center, where the participants recommended keeping the relationship with the Academic Center.
3. To sign an agreement between Paltrade and Academic Center, where we should be their representative in Palestine.
4. Due to the huge demand on the training program, we recommend to work on repeating this program to provide chances for a larger number of people.

Annex 1: Agenda

Day One - Sunday April 17th, 2005

1. From 9:00 a.m. till 11:00 a.m. (Introduction from both sides, consultants and participants)
2. From 11:00 till 11:15 a.m. (first Coffee Break)
3. From 11:15 a.m. till 2:00 p.m. (part of managerial communication skills & business etiquette of professionalism)
4. From 2:00 p.m. till 3:00 p.m. (Lunch break for the group at an open buffet restaurant-Pyramids Park Intercontinental)
5. From 3:00 p.m. till 5:00 p.m. (rest of managerial communication skills & part of business etiquette of professionalism)
6. 5:00 p.m. till 5:15 p.m. (Coffee Break)
7. 5:15 pm. till 7:00 p.m. (finalizing managerial communication skills & part of Business Etiquette of professionalism)
8. All Day One is Ghada And Omnia

Day Two: Monday April 18th, 2005

1. From 9:00 a.m. till 10:00 a.m. (Ghada will wrap up the session of the previous day, and will leave the training floor to Omnia, for the Motivation and Creation on the Job)
2. From 10:00 a.m. till 11:00 a.m. (Omnia will brief what is Motivation and will brief what is Creation

on the Job)

3. From 11:00 a.m. till 11:15 a.m. (Coffee Break)
4. From 11:15 a.m. till 11:30 (Ghada will wrap up, what is Motivation and Creation and linking them to each other)
5. From 11:30 till 2:00 p.m. (Omnia will give the theories of both motivation and creation, by applying them on some ready made example and cases)
6. From 2:00 p.m. till 3:00 p.m. (Lunch Break, at an open buffet restaurant, Pyramids Park Intercontinental)
7. From 3:00 p.m. till 5:00 p.m. (Participants will work on case studies, and coached by Omnia, on Motivation and Creative to marketing team, international trading and themselves)
8. From 5:00 p.m. till 5:15 p.m. (Coffee Break)
9. From 5:15 p.m. till 6:45 (Group discussion between Ghada & Omnia and participants on correcting all the case studies give to the group, applicable to the theories already given)
10. From 6:45 p.m. till 7:00 p.m. (Wrap up from Ghada to the second day training; linking it to the first day training)
11. From 8:30 p.m. till UP (Group Dinner at Khan El Khalili)

Third Day: Tuesday April 19th. 2005

1. From 9:00 a.m. till 10:00 a.m. (Wrap up from Ghada, and Omnia to the two previous days)
2. From 10:00 a.m. till 11:00 a.m. (Introduction from Omnia to What is meant by Problem Solving; introduction from Ghada of linking Business Etiquette of dealing tactfully with people and situation in problem solving and Omnia will link both subjects in how to function creativity)
3. From 11:00 a.m. till 11:15 p.m. (Coffee Break)
4. From 11:15 a.m. till 2:00 p.m. (Theories of problem solving, demonstrating sticky situations; locally and international with behavioral types of people you cannot stand, by Ghada; and linking all by functioning creativity by Omnia)
5. From 2:00 p.m. till 3:00 p.m. (Lunch Break at an open buffet restaurant-Pyramids Park Intercontinental)
6. From 3:00 p.m. till 5:00 p.m. (Participants will work on International and local marketing and business deal to apply problem solving and people behavioral types, as well as art of professional conversation and business writing, and to function creative skills; coached by Ghada and Omnia)
7. From 5:00 p.m. till 5:15 p.m. (Coffee Break)
8. From 5:15 p.m. till 6:45 p.m. (Corrective session over the case studies, delivered by Ghada and Omnia)
9. From 6:45 p.m. till 7:00 p.m. (Wrap up session for the third day and second day by Omnia and Ghada)

Forth Day: Wednesday April 20th. 2005

1. From 9:00 a.m. till 10:00 a.m. (Wrap up session from Ghada to Motivation and Problem Solving Sessions)

2. From 10:00 a.m. till 11:00 a.m. (What is Negotiation by Ghada)
3. From 11:00 a.m. till 11:15 a.m. (Coffee Break)
4. From 11:15 a.m. till 2:00 p.m. (Theories of Negotiation Skills by Ghada will function Time Management in making negotiation skills work effectively and how to be assertive not aggressive nor submissive in negotiating in an international business market)
5. From 2:00 p.m. till 3:00 p.m. (Lunch Break in an Open Buffet restaurant-Pyramid Park Intercontinental)
6. From 3:00 p.m. till 5:00 p.m. (Managerial Case studies in the local and international market and how to apply the negotiation skill and the business etiquette global rules efficiently, coached by Ghada)
7. From 5:00 p.m. till 5:15 p.m. (Coffee Break)
8. From 5:15 p.m. till 6:45 p.m. (Correcting the case studies and delivering the right solutions; applying the theories of negotiation internationally and locally within the business etiquette global rules)
9. From 6:45 p.m. till 7:00 p.m. (Briefing from Ghada to forth day session in application to communication and creativity)

Fifth Day: Thursday April 21st, 2005

1. From 9:00 a.m. till 10:00 a.m. (Ghada will wrap up in elaboration, how to function creative and managerial communication skills to theories of negotiation, problem solving and motivation)
2. From 10:00 a.m. (Ghada will link between all previously mentioned and business etiquette global rules, of professionalism, time management, art of business conversation, art of professional correspondence, dealing with sticky situations and behavioral types of people in the business market)
3. From 11:00 a.m. till 11:15 a.m. (Coffee Break)
4. From 11:15 a.m. till 2:00 p.m. (Ghada will work on giving marketing managerial international and local case studies to apply all previously given subjects and guiding participants to work on the case studies)
5. From 2:00 p.m. till 3:00 p.m. (Lunch Break in an Open Buffet restaurant-Pyramids Park Intercontinental)
6. From 3:00 p.m. till 5:00 p.m. (Fine-Tuning the corrective sessions by Ghada to the marketing managerial case studies)
7. From 5:00 p.m. till 5:15 p.m. (Coffee Break)
8. From 5:15 p.m. till 7:00 p.m. (Quiz Case studies to apply all the five days training topic, as a practical wrap up session, by Ghada a)

Sixth Day: Friday April 22nd, 2005

1. From 9:00 a.m. till 11:00 a.m. (Business Etiquette in Brief, Office Etiquette & Protocol, brief on A to Z professionalism by Ghada)
2. From 11:00 a.m. till 11:15 a.m. (Coffee Break)
3. From 11:15 a.m. till 2:00 p.m. (Case studies on business etiquette of managing managerial stress, practicing on being a winner business man not a loser one, role play to function the 4Ps in speaking with confidence to get the job done; global rules to give and receive criticism among your followers and in the business market; delivered by Ghada)
4. From 2:00 p.m. till 3:00 p.m. (Lunch Break in an Open Buffet restaurant-Pyramids Park)

Intercontinental)

5. From 3:00 p.m. till 5:00 p.m. (Information Technology session was delivered by Engineer Ahmed Onsi)
6. From 5:00 p.m. till 5:15 p.m. (Coffee Break)
7. From 5:15 till 6:30 p.m. (Information Technology session was delivered by Engineer Ahmed Onsi)
8. From 6:30 till 7:00 p.m. (Participants' Evaluation to the program, Certificate Celebration Delivery, Memorable Group Photos-Distributing CDs of the Photos and Good Bye to Meet then Again)



EVENT REPORT

**11 Sol: International Exhibition
of virgin and extra virgin olive oil**

Verona/Italy

April 7th – April 11th, 2005



Report Prepared by:
Palestine Trade Center – PalTrade

Background:

PalTrade's participation at the Sol international fair was originally intended to be a market exploitation mission. However, after several companies expressed serious interest in either Exhibiting or attending as trade visitors, the event scope changed.

Attending the Sol exhibition was a great opportunity for Palestinian companies to both meet potential buyers and penetrate the Italian market as well as to learn from experiences and competitive brands.

Organized by the Palestine Trade Center, the event was made possible by the generous funding from ACDI/VOCA, USDA. A total of three Palestinian companies participated in the event (one exhibitor and two visitors). The Palestinian pavilion was 32 sqm. Zayt, the only Palestinian exhibitor occupied a total of 27 sqm with PalTrade booth occupying the remaining space. It was hoped that more companies would be interested in exhibiting but this event occurred very close to other similar exhibitions namely the Fabulous Four Exhibition in Dubai and the fancy Food Exhibition in Chicago (where 4 olive companies also exhibited).

As organizers of the Palestinian participation, PalTrade organized all the logistical preparations for the event. From travel and shipping logistics to booth construction and developing the appropriate marketing collaterals and giveaways.

Participation Highlights:

- Zayt booth attracted many visitors including olive oil experts, hotel and restaurant owners, chefs, and other interested individuals.
- Zayt attracted people through offering food tasting which was very successful. The food included olives and olive oil, white cheese, hummos, labaneh, za'atar, and magdous.
- Participants attended a short training course on olive oil panel tasting which was extremely useful.
- More than 10 companies, mainly restaurants, showed interest in buying Palestinian olive oil. The company is following up with them.
- An Austrian food company is interested in importing Palestinian traditional food products such as olive oil, olives, white cheese, labaneh, za'tar, etc.
- Zayt Company's olive oil was tested by the International Olive Oil Council and was approved as extra virgin olive oil according to their standards.



PALTRADE

PALESTINE TRADE CENTER

EVENT REPORT

PALESTINIAN TRADE MISSION TO
"SALONE INTERNAZIONALE DEL MOBILE"

MILAN – ITALY

APRIL 13-18, 2005



Report Prepared by:
Palestine Trade Center – PalTrade
May 19, 2005

INTRODUCTION:

The Trade Mission to Salone exhibition was a rich opportunity for technology and knowledge transfer, the activity took the form of seven days trade mission to Italy "the world's leading exporter", aiming to visit "Salone Internazionale del Mobile" exhibition and to expose to world furniture trends, styles and designs. The trade mission also included exposure to best manufacturing techniques applied within Italian furniture manufacturers; networking local manufacturers and association with leading Italian furniture manufacturers and trading counterparts.

The mission was organized jointly by Palestine Trade Center- PalTrade and Wood Industries Union – WIU.



TRADE MISSION OBJECTIVES:

1. Exposure of local manufacturers to International furniture trends & design updates,
2. Promoting Palestinian Furniture Sector regionally and WIU as a professional sector representative,
3. Exposure of local manufacturers to best manufacturing techniques applied within Italian manufacturers,
4. Institutional networking with Italian furniture association and conceptualization for potential cooperation activities, and
5. Increasing local producers' marketing and sales capacity, skills and tools for utilization in local markets and international exhibitions.

THE PALESTINIAN DELEGATION:

1	Ali	Abukumail	Palestine Trade Center-PalTrade	Gaza
2	Issa	Mhanna	Wood Industries Union -WIU	Gaza
3	Fadel	Ajjur	Ajjur Brothers Company for Furniture	Gaza
4	Ziyad	AlAmassi	Amassi Bros. Co. Ltd. Furniture	Gaza
5	Nazir	Mohana	Eesa Mohana Trading Co.	Gaza
6	Mohamed	Mushtaha	Mushtaha Furniture & Trade Co.	Gaza
7	Tareq	Abuzayed	Coral Furniture Company	Gaza
8	Abdalkarim	Elsayedsaleem	Saleem Company for General Trading	Gaza
9	Wassef	Musaffar	Wasef Mutei Furniture	Ramallah
10	Nafiz	Neiroukh	Neiroukh Manufacturing Co.	Hebron

FUNDING & SUPPORT:

The Palestinian participation was made possible through the generous support and contribution of USAID. Equally important to note is the contribution of the participating companies.



ABOUT THE EXHIBITION:

No. of Exhibitors: 1630

Exhibition Area: 140,000 m²

Exhibiting Countries: Italy, Germany, Spain, Turkey, Malaysia, Egypt, Portugal and others.

Exhibition Estimated Sales: 9 million €.

Products Exhibited: Furniture in Modern, Classic, Design Sections. As well as, Bathrooms, Home Textiles, Lighting and a special section for young emerging designers.

The Exhibition was open only for Trade visitors.

SPECIAL EVENTS & ACTIVITIES:

1. Professional Exhibition Orientation Tour was conducted by Fiera Milan management, aimed to introduce the Palestinian delegation to the various sections of the exhibition.
2. The Palestinian delegation visited "Federlengo-Arredo" the Federation of Wood furniture, cork and furnishing; were they had a meeting with Mr. Roberto Migotto-Chairman of Board, Mr. Flavio Tomaello –Manager, and Mr. Fabio Catellani – International promotion manager. During the meeting they showed interest in Palestine and they are willing to cooperate on bilateral beneficial issues. They are waiting to hear the required or proposed ideas for cooperation in terms of capacity building, joint venturing and marketing. Follow-up is requested on PalTrade's behalf.
3. A meeting was held with Paola Govoni, editor for CSIL Milan "World Furniture International Markets review" and discussed the possibility of conducting specialized market intelligence reports for the furniture industry and other industries. Follow-up is requested on PalTrade's behalf.
4. A meeting was held with Mr. Claudio Segantini, general manager of Brand srl, which is a large multi national furnishing company that is interested in opening joint venture with a local furniture manufacturer from Gaza. Results of the meeting were primarily focused on partially manufacturing products in Palestine and to promote and market the joint production in Palestine and the region.



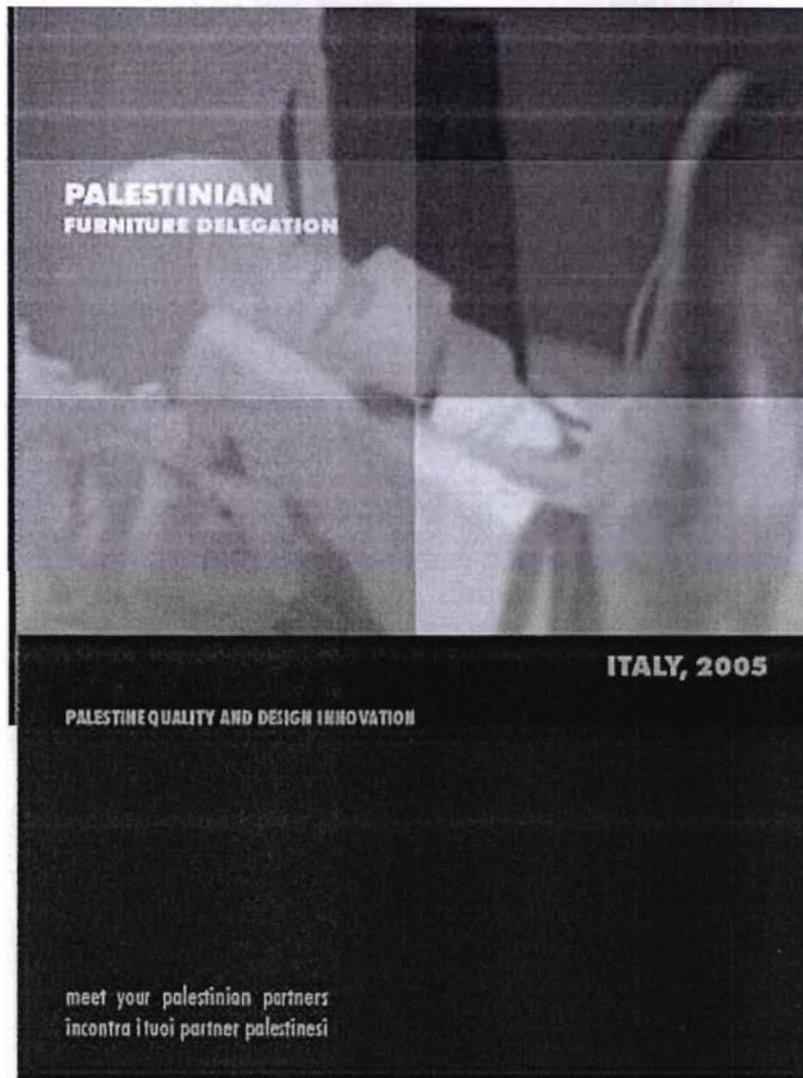
MISSION BENEFITS:

Participating companies have benefited from:

- 1- New design ideas
- 2- Rich material compositions
- 3- High Quality Techniques
- 4- Successful exhibiting and display tools and ideas
- 5- Exposure to developing countries models (such as Egypt)

RECOMMENDATIONS:

As a result, participants showed enthusiasm to exhibit in such elite furniture exhibitions. They are looking forward to developing new designed collection that can fit with international furniture trends. PalTrade is recommended to organize participation in order for Palestinian companies to exhibit in successful international exhibitions such as INDEX-Dubai or Salone-Milan. PalTrade is also recommended to follow-up with "Federlengo-Arredo" and "CSIL Milan" in order to seek new programs and initiatives that promote the furniture industry in Palestine.



The Fabulous Four
Agri Business Expo. Middle East 2005
Middle East Flower & Garden Show (GARDENEX) 2005
Middle East Poultry show 2005
Middle East Aquaculture & Fishing Show 2005
18th – 21st April 2005

Palestinian Participation



About the Exhibition

The Agri Business Expo has played a pivotal role in the development of the agricultural sector by introducing modern technology and equipment to producers in the Middle East region. Now in its ninth year, the exhibition features a wide range of agri-related products and activities including date cultivation, general farming, landscaping methods, agri-chemical use, the latest garden implements, horticultural aids and pest control methods.

GARDENEX Middle East Flower and Garden Show is a specialized floriculture show, featuring cut flowers, flower care equipment, flower arrangements and related areas. The event is of particular significance in Dubai with the establishment of the US \$300 million 'Dubai Flower Center', which is a world-class redistribution hub. This show is set to attract exhibitors from Thailand, Malaysia, Kenya, South Africa, Holland, France, Brazil and Venezuela, and is viewed as key to the floriculture industry in the Middle East.

Last year's 'Fabulous Four' expo featured 78 exhibitors from 28 countries and attracted nearly 5,000 professional visitors from Europe, Iran, Pakistan, India, Sri Lanka and Gulf countries. The event is supported by the Ministry of Agriculture and Fisheries, UAE, the Dubai Flower Center and the Flower and Plant Industry Association of the UAE.

Participants in this year's show will not only see the latest tools and technological developments available to them, they will also be able to network with industry professionals and attend a series of specialized symposiums being held during the event

The Palestinian participation

Participants

- five Palestinian companies participated as exhibitors:

No.	Company	Exhibited products
1-	Near East & Industry Company	Olive oil- virgin and Extra virgin olive oil
2-	Al- Taybeh beer and olive oil	Olive oil- virgin and Extra virgin olive oil
3-	Al- Maslamni Trade company	Nuts
4-	Al- Safa Dairy	Milk , juice
5-	Islamic Food Association	Cold cut meat
6-	Vegetable Oil Factories Company	

Funders:

ACDI/VOCA : ACDI/VOCA is a private, nonprofit organization that promotes broad-based economic growth and the development of civil society in emerging democracies and developing countries . Offering a comprehensive range of technical assistance services, ACDI/VOCA addresses the most pressing and intractable development problems. Driven by the goal of adding value to local enterprise, which underline prosperous free markets and stable democracies, ACDI/VOCA works in the following areas: Community Development, Enterprises Development, Financial services, and Agribusiness Systems.

Organizer:

PalTrade Paltrade's purpose is to lead the development of Palestinian trade as a driving force for sustainable national economic growth. As the National Trade Development a membership of more than 170 Palestinian leading businesses, PalTrade advocates a competitiveness through trade promotion and capacity building. PalTrade operation and services are guided by sector based strategies for trade development supported by assessments of cross-sectoral opportunities and impediments. These strategies are deployed through a range of services and activities aimed at vitalizing sectors to export to target markets .

PalTrade's Mission is to Develop Trade Through:

1. Advocating a competitive, business enabling environment
2. Improving trade competitiveness through trade promotion and capacity building
3. Fostering international business practices and standards among professionals, firms and business organizations
4. Providing trade- enabling

Success of the Palestinian Participation :

a. Near East & Industry Company

An agreement to send a container to olive oil to Dubai was concluded, and other deals reached regarding the olive oil products and other trading products

b. Al-Taybeh beer and olive oil company

A meeting with the Spinneys chain sales manager in Abu Dhabi, followed by a phone call with the General manager, they informed them that they were interested in their products. They were asked for another visit to Abu Dhabi and will be scheduled later.

c. Al- Maslamani Trade company for nuts

They stayed in Dubai for two days after the exhibition was over, and they are studying the possibility of opening up a branch in Dubai.

d. Islamic Food Association

They are the number one sellers for cold cut meat in Dubai (20-25 tons sold monthly). There are negotiations to export to Saudi Arabia, however, the deal is not yet concluded.

e. Vegetable Oil Factories Co.

The will send samples to oriental sweets producers so that they can test their product for further business possibilities.

It is note worthy that the image of the Palestinian olive oil deteriorated in recent years due to the low quality Palestinian olive oil previously exported to Dubai. This image was reversed due to our participation in the Exhibition, however, there is still a lot of effort and work to do to promote Palestinian olive oil.

Issue to follow up:

i. Al Safa Dairy company

the price of milk)

1- Abu Sultan Enterprises L.L.C- need milk products prices

Contact person: Kavia Sanjay
P.O.Box 183, Hamriya
Postal Code -131
Sultanate of Oman
Tel. : 704268
Fax: 704262

2- Mauri line 2004- need milk products prices

Contact Person: Mr. Cherif Mohamed
Mauritania- Nwakshout port
www.Mauriline2004.com

Tel. : 050/ 4664378

3- Al Jalaf Modern Company L.L.C- need juice products prices

Contact Person: Mr. Tawfeek Al Nemer

Dubai United Arab Emirates

Fax: 06-5227170

ii. Flowers

Mrs. Kanakan Nourhen from Tunis has a trade company for flowers interested to get the prices to different kinds of flowers.

Contacts:

GSM: 98 441 202

Tel. fax: 72 214 332

e- mail: kanakan.nourhene@planet.tn

iii. Arab World Agribusiness Magazine

If we are interested to publish an article about agriculture in Palestine

Contact person: Ebrahim Al Alwani

Director of Sales & Marketing

Tel. : +973 17 213900

Fax: +973 17 211765

e- mail: fanar@batelco.com.bh

info@fanarpublishing.com

website: www.fanarpublishing.com

iv. Dubai Flower Center

A great place to deal with in the future if there is a free movement for our products.

Website: www.dubaiflowercenter.com





فلسطين تشارك في دبي بمعرض الأربعة الميز للمنتجات الزراعية والغذائية

غزة - الأيام - شاركت فلسطين ممثلة بمخمس شركات زراعية في معرض الأربعة الميز، الذي انطلقت فعالياته أمس، في أرض المعارض التابعة لمركز التجارة العالمي في إمارة دبي وذلك بمشاركة ما يزيد على ١٠٠ شركة عالمية وحضور وكلاء الشركات الأجنبية تمثل ٣٠ بلداً

وأشار عميد المصري مدير مشروع تنمية وترويج التجارة الزراعية في مركز التجارة الفلسطينية مبال تريب، إلى أن المشاركة الفلسطينية في هذا المعرض تعد الأولى، مؤكداً ما يشكته هذا المعرض الدولي من أهمية على مستوى فتح أبواب جديدة لتسويق وتصدير المنتجات الزراعية والغذائية في الأسواق الخارجية خاصة الخليجية منها، وبين أن المعرض المذكور الذي تستمر فعالياته حتى الحادي والعشرين من الشهر الحالي شهد في أول أيام افتتاحهقبالاً ملحوظاً من تجار ورجال أعمال دول الخليج العربي الذين أبدوا إعجاباً شديداً بجودة المنتج الفلسطيني.

وتوجه إلى أن المعرض تضمن عدة اجنحة منها جناح معرض الشرق الأوسط للأعمال الزراعية ومعرض الشرق الأوسط للزهور والحدائق إضافة إلى المعارض الشرق أوسطية لمنتجات الفروا السمكية والفواجن.

ولفت إلى أن الشيخ سعيد الرقماشي وزير الزراعة الإماراتي المنضج هذا المعرض بحضور سليم خليفة للقنصل العام في سفارة فلسطين لدى دولة الإمارات العربية المتحدة والمحق التجاري في السفارة علي يونس، مؤكداً أن اللبناني زار كافة القسام للشركات الفلسطينية التي تضمنت عروضها أنواعاً مختلفة من المنتجات الغذائية والزراعية ومنها منتجات الزيتون النباتية والأمان.

وتوجه إلى ما أبداه خفيفة من استعداد لإقامة سفارة فلسطين بتقديم كافة التسهيلات اللازمة للشركات الفلسطينية المشاركة وذلك من خلال تسهيل وصول هذه المنتجات إلى السوق الإماراتية.

وأوضح المصري أن مشاركة فلسطين في هذا المعرض جاءت بتفاهيم من مركز مبال تريب، وبدعم من مؤسسة «فوكا» الأميركية ومجموعة شركات الخطوط الإماراتية.

10-05-2005

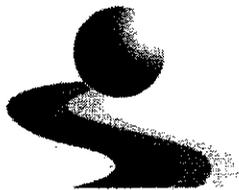
شركة مصالحي الزهراء التجارية م.ع.م
شركة التجارة الفلسطينية - ب.ك.ك.ز.
حديقة التوبة / حقل بلد - الخنصر

الموضوع: عرض لبيع لاس كور - دبي / الإمارات العربية المتحدة

مذكرة لتذكركم على جهودكم المشيورة التي بذلوها في إيجاد هذا العرض والاطمئنة ان سياتي دولة الامارات كمال
مستوى من باقي الدول من حيث الامور المتشابهة من جميع النواحي، ومن سياتي على ترميم وتكثيف
السياسة المتبعة في هذا الشأن من الامور المتشابهة في الدولة من دولة الامارات في هذا الشأن، ومن
وسيلة ارساح حالاته التجارية هناك، ومن ثم انما على السياسة المتبعة في هذا الشأن من الامور المتشابهة
وتد الاطلاق على ارساح حالاته التجارية من مائة الى مائة الف درهم، ومن ثم الاطمئنة ان سياتي
سوق الامارات التجارية، ومن جهة اخرى ان هناك بعض الشركات التي ارساح حالاته التجارية من
الاول، ومن ثم الاطمئنة ان سياتي سوق الامارات التجارية من مائة الى مائة الف درهم، ومن
مستوى الاطمئنة ان سياتي سوق الامارات التجارية من مائة الى مائة الف درهم، ومن
الاطمئنة ان سياتي سوق الامارات التجارية من مائة الى مائة الف درهم، ومن
مستوى الاطمئنة ان سياتي سوق الامارات التجارية من مائة الى مائة الف درهم، ومن
الاطمئنة ان سياتي سوق الامارات التجارية من مائة الى مائة الف درهم، ومن

والتيما نأمل ان تكون مستقبلا في الشركة في مخطوطات الامارات التجارية من اجل عاصمة الامارات العربية
الامارات

شركة مصالحي الزهراء التجارية
م.ع.م
شركة التجارة الفلسطينية
ب.ك.ك.ز.



PALTRADE
BALESTINE TRADE CENTER

EVENT REPORT

INTERPACK 2005

Düsseldorf – Germany 21-27/4/2005

Trade Mission Final Report

Prepared By:

AGRI- BUSINESS TRADE DEVELOPMENT AND PROMOTION
PROJECT ATDP

Trade Promotion Department

May 2005

INTERPACK 2005 TRADE MISSION

Introduction

Germany is located at the heart of Europe and considered the world's number one trade fair center. About two thirds of the leading international trade fairs are held in Germany which means 130-150 international trade fairs held annually. Statistics from AUMA (Confederation of German Trade Fair & Exhibition Industries) for year 2002 show 175,000 exhibitors, 47% of which come from abroad and 10 million visitors, 1.87 million from outside Germany, reflect the global appeal of these events. Visitors and exhibitors come from at least 180 countries as market partners.

The success of trade fairs made in Germany can be attributed to the following factors: High professional standards of the organizers, global marketing for exhibitors and visitors alike, the largest share of foreign participants anywhere in the world, long term concepts coordinated with business and industry and the highest standards in technology and service.

The Palestinian visitors to INTERPACK 2005 have opportunity to meet 2641 exhibitors from more than 80 different countries and to get exposed to the new technology in the packaging machinery and to learn from the international experts in packaging.

INTERPACK 2005

Interpack 2005, the international fair for packaging machinery, packaging materials and confectionary machines. Interpack 2005 considered as the biggest trade fair in its kind all over the world, takes place from 21 to 27 April 2005 at the exhibition centre in Düsseldorf.

Interpack 2005 registered 2 641 exhibitors from more than 80 different countries and a total of 176 000 visitors from 106 countries. This means that the figures reached at the last Interpack in 2002 were exceeded considerably.

Mission Objectives:

- Assist Palestinian producers in their efforts to adopt new packaging techniques,
- Help Palestinian producers in their searching for new packaging systems, machines and raw materials, and know- how.

Participants

Fifteen individuals representing thirteen Food Processing companies, Pharmaceutical and Paper Industries, in the West Bank and Gaza Strip participated in Interpack 2005 trade mission.

The mission's main objective was to introduce Packaging machines, materials and packaging solution to participants through their participation in the most important specialized exhibition in the world which is Interpack 2005.

This was facilitated by an introductory half-day seminar on Interpack 2005, conducted on April 7, 2005, in which about 12 Palestinian businessmen participated where Mr. Ayman Abu Zarour, Mr. Samer Taher from Paltrade and Mr. Anan Anabtawi from German Chamber of Industry and Commerce Delegation (DIHK) intervenes with informative presentations.

Mission Program:

- Wednesday 20/4/2005: Arrival to Cologne
- Thursday 21/4/2005:

- Mr. JORG DUBLET, Head of the department International Exhibition Management of Düsseldorf, Resources, and Technology Division (ERTD), led the German delegation in hosting the Palestinian delegation in a welcoming ceremony organized previously by DIHK. Mr. DUBLET was accompanied by Mme. May Khairy, Head Executive Director, Head of Fairs Department and corporate Promotion.



- Visiting the Exhibition

- Friday 22/4/2005: Visiting the Exhibition
- Saturday 23/4/2005: Visiting the Exhibition
- Sunday 24/4/2005: Departure

Meetings

Paltrade staff realized meetings with German institutions to discuss potential cooperation with Paltrade in several aspects, mainly concentrated in vocational training and promotional activities as explained hereafter:

1. InWEnt – Internationale Weiterbildung und Entwicklung (Capacity Building International, Germany)

- **Date:** Wednesday 20 April 2005
- **Time:** 14:00 pm – 15:30 pm
- **Venue:** InWEnt
Weyerstrasse 79-83
50676 Cologne
www.inwent.org

InWEnt – Internationale Weiterbildung und Entwicklung (Capacity Building International, Germany) is synonymous with human resources and organizational development in international cooperation. Their service package addresses specialists, executives and decision-makers in industry, politics, administration and civil society. InWEnt works with partners in developing countries, transition states and industrialized nations, and in this way reaches some 55,000 individuals every year.

InWEnt's shareholders are the Federal Republic of Germany represented by the Federal Ministry for Economic Cooperation and Development (BMZ), the Carl Duisberg Gesellschaft representing the economy and the German Foundation for International Development representing the German federal states.

Attendees

- Mme Ursula van Look, Sustainable Market Economy, InWEnt
- Mr. Ayman Abu Zarour, Food Processing Sector Manager, Paltrade
- Mr. Samer Taher, Trade Promotion Officer, Paltrade.

Meeting Objectives

- To promote Paltrade as Palestine Trade Promotion center.
- To discuss potential future cooperation with Paltrade, mainly in vocational training

Meeting Outputs

InWEnt representative demonstrates interest in any potential cooperation with Paltrade in matchmaking opportunities with German and/or European partners and to facilitate the Palestinian participation in their activities.

Follow up

- InWEnt provides vocational training in the following fields:
 - Economic Policy
 - Good Governance / National Reform Policy
 - Administrative Policy / Security Policy
 - To Promotion of Democracy / Administrative Reforms
 - Education
 - Health
 - Vocational Training / Technological Cooperation
 - Business Development / Infrastructure
 - Sustainable Technologies, Industrial / Urban Developmet
 - Economic, Environmental and Social Statistics
 - Rural Development, Food and Biodiversity
 - Environment, Energy and Water

A brief summary of our meeting was passed to our colleague Mme Arda Madorisian to follow up and define Paltrade interest in such proposed cooperation.

2. German- Arab Chamber of Industry and Commerce (AHK)

- **Date:** Friday 22 April 2005
- **Time:** 14:00 pm – 16:00 pm
- **Venue:** Düsseldorf
www.ahkmena.com

Attendees

- Mme. May Khairy, Head Executive Director, Head of Fairs Department and corporate Promotion.
- Mr. Ayman Abu Zarour, Food Processing Sector Manager, Paltrade
- Mr. Samer Taher, Trade Promotion Officer, Paltrade.

Meeting Objectives

- To promote Paltrade as Palestine Trade Promotion center.
- To discuss potential Palestinian participation in training programs organized and/or coordinated by AHK.

Meeting Outputs

Mme Khairy promised to inform Paltrade with their programmed activities and to logistically facilitate Paltrade missions and activities in Germany through their delegation in Ramallah.

Mission outcome:

Accurate information about companies' achievements and contacts seems to be impossible to obtain since participants preferred to keep it confidential. On the other hand, most of the participants if not all confirmed their success in achieving their goals from participation in this mission.

Overall, the mission was very successful, as confirmed by the mission evaluation results from several participants feedback.

- Most of the food companies reached a primary agreements and/or serious contacts to buy new filling and packaging machines, spare parts, packaging materials.
- A factory in Hebron, Salah Company for industry and trade successfully achieved serious contacts to buy new filling machines. Follow up and complementary contacts should take place in the coming weeks, according to Mr. Khaled Salah The general director of the company.
- The same feedback collected from Al-Maslamani Co. for roasted nuts. Several serious negotiations took place with American company to buy a complete processing and packaging line for new food product, Food processing manager participates in the primary negotiations and withdraws in the advanced negotiation sessions.
- Al Sanabil Food Co. from Nablus and Nieroukh Co. Ltd from Hebron concentrates their research and visits to packaging materials, according to their feedback they achieved their objectives.
- Participants visited the Exhibition daily, commitment and seriousness were obviously noticed in participants behavior, they conducted business meetings with exhibitors from different countries such as; Italy, France, Germany, Japan etc...

Participants:

	Company	NAME
1	Al Sanabil Food Co.	Issam Radi Abedalqader Arafat
2	Nieroukh Co. Ltd	Naser Z. A. Natsha
3	K.A.R. For Macaroni & Food Stuff MFG. Co.	Osama M. Al Herbawi
4	Maslamani Trading	Jamal Maslamani
5	Al BATRA Food Co.	Marwan M. A. Saadeh
6	Al BATRA Food Co.	Salman H S Abu Kharshiq
7	QASRAWI INDUSTRIAL TRADEING Co. Ltd.	Zuhair D. Qasrawi
8	Al SALAM MILLS Co.	Farhan Abu Salim
9	Birzeit Palestine Pharmaceutical Co.	Talal Kazem Naser Eldin
10	Birzeit Palestine Pharmaceutical Co.	Sonia Abdel Lateef Naser Eldin
11	SINOKROT FOOD COMPANY	Marwan Tawfiq Sinokrot
12	SINOKROT FOOD COMPANY	Muhsen Tawfiq Sunoqrot
13	Alahlyeh Boxes Industries Co.	Mohammad Nafiz Al Hirbawi
14	BADRI & HANIA Company	Fouad M. M. Hania
15	SALAH COMMERCIAL CO. LTD	Kahled N. A. Salah







PALTRADE

PALESTINE TRADE CENTER

EVENT REPORT

**PALESTINIAN PARTICIPATION AT
CHICAGO FANCY FOOD EXHIBITION**

CHICAGO / USA

MAY 1ST - MAY 3RD, 2005

Report Prepared by:

Agribusiness Trade Development Program

Palestine Trade Center - PalTrade

Introduction:

The USA leads the world in olive oil imports after Italy and is the world's largest non-producing consumer of olive oil. Its import volumes have been near or above 200,000 tons for the past five years, and its consumption is estimated at about the same volume, exceeded globally only by the large traditional producing and consuming countries Italy, Spain, and Greece. Consumption trends continue to grow, with an estimated average annual growth rate of about 7% over the past 5 years.

The mid western states in the USA are considered a promising market for Palestinian olive oil and other agricultural products due to the big Arab and Muslim community living in this area. More than 140 thousand Arabs live in Michigan and more than 85 thousand others live in Illinois. Together with the western coast states, the Arab community in the mid west is considered the biggest among all other states.

The idea of participating in this show started one year ago as all the implications done through the trade development plan have shown big interest and great potential in the US markets for the olive oil.

Three Palestinian companies participated in the show as exhibitors and one company as a visitor under one pavilion called "Palestine" for the first time ever in an exhibition in the U.S.A.

Preparatory mission

Prior to the exhibition, a mission for three days was organized by the Project director and the sector manager to meet with potential clients in Michigan.

We were able to meet with the two most important importers of Mediterranean food products in Michigan State. We held very important and fruitful meetings where we gave a brief on PalTrade's mission and the ATDP's intervention in the agribusiness sectors in general.

The two companies are:

1. Jerusalem Foods: established in 1978 and they are importers and distributors of different kinds of food including the Mediterranean and they import mainly from Lebanon and Syria.
2. Tut's International: established in 1972 and they import mainly from three regions, Middle East, east Europe and Far East.

Both companies are distributors in the mid west states and they have their own brands in the market.

We have also visited many retailers and groceries but none of them are importers and they buy their products from local distributors.

Preparations

PalTrade have arranged for the Palestinian participation at Fancy Food as per the Following:

1. Airfare and accommodation
2. Shipping
3. Booth construction
4. Marketing:

Exhibitors Catalogue



Book Mark



Roll Up



In addition to Giveaways (Olive wood ornaments)

Fancy Food Show

The Spring Fancy Food Show is an annual exhibition organized by the American National Association for Specialty Food Trade NASFT. It is one of three big shows organized annually by NASFT and held in Chicago, New York and San Francisco. More than 1800 exhibitors from U.S and international companies attended the show, more than 19 thousands visitor representing importing companies, distributors, retailers, chefs, restaurants, hoteliers, bakers, deli owners, caterers, and supermarket buyers.

The show is the first for the Palestinian companies in the U.S. markets. The participation of four Palestinian olive oil companies in this important show is considered in itself a success to PalTrade and the ATDP.

For the first time, the Palestinian flag and 'Palestine' are present in such a huge exhibition in the U.S. In the International section, Palestine was the only Arab country exhibiting and we had many encouragements from other exhibitors and visitors of the show.



New Farm Company

Exhibiting products:

- Virgin olive oil in 750 and 1 L glass, 1 Gallon tins (Shefa).
 - Dried yoghurt.
 - Dried fruit
-
- They already have a distributor in Chicago and their objective is to enhance the relation with their new distributor and to find another one in Michigan.
 - They were contacted by two importers from Michigan and they gave them the samples and in the process of negotiations.
 - They were contacted by a distributor from New York interested in olive oil and dried fruit.



Near East Company

Exhibiting products:

- Extra virgin olive oil (Al-Ard) in 250, 500, 750 ml glass bottles.
- Virgin olive oil (Zaytona) in 250, 500m 750 ml glass and 1 L pet.
- Virgin olive oil in 16 kg tins.

They had the biggest space among the Palestinian exhibitors (200 square feet) and the company brought a big display designed by a German company which gave the booth an attractive view.

The company was contacted by around 6 interested companies from the Mid West, New York and Huston. The company is studying now the strength of each company to insure better iterance to the U.S. market.



Al-Reef Company

Exhibiting products:

- Extra virgin olive oil (Qudsona) in 250, 500, 750 ml and 1L glass bottles.
- Virgin olive oil (Qudsona) in 250, 500m 750 ml glass.
- Majhoul Dates: 5kg cartons.
- Thyme (Za'tar): 1 kg cartons.
- Maftoul: 1 kg cartons.
- Freeka: 1 kg.



They used to have a distributor in the mid west (Ziad Brothers) but they faced some problems with him. They are looking for a new importer/distributor and they gave all their samples to a marketing company in Chicago who will look for the best importer/distributor in the mid east and other regions.

Zayt Company

Though the company's manager participated in the show as a visitor, he succeeded in contacting some importing companies during the show and one of them is an American leading company "European Importers" who are distributors of Italian, Spanish and Greek olive oil. He also sent samples of their products to Tut's and Jerusalem companies in Michigan and they are in the follow up process.

Mission and exhibition Program:

- Saturday 23/4/2005: Arrival to Detroit
- Sunday 24/4: visits to retailers in Detroit
- Monday 25/4: Meeting with Tut's International
- Tuesday 26/4: Meeting with Jerusalem Food
- Wednesday 27/4: Departure to Chicago
- Thursday 28/4 – Saturday 30/4: Preparations @ McCormick Place
- Sunday 1/5- Tuesday 3/5: Fancy Food Show
- Thursday 5/5: Departure to Amman

Conclusion:

The exhibition was a real opportunity for Palestinian companies to promote their products and meet potential clients in an important and growing market like the U.S.

There are several indicators that the contacts made before and during the show will lead to business deals for the Palestinian companies.

We have also asserted that several traditional Palestinian products such as *thyme (Za'tar)*, *labaneh*, *white cheese*, *magdous*, *olives*, *freeka* and *maftoul* are in high demand in the US market.

Finally, and in order to reap the most benefits out of this activity, we are persuading all participants and other members to contact other potential buyers they have met in the East Coast (NY and New Jersey) and the West Coast (LA and San Francisco).



Annex 2: Palestinian - Israeli Handicrafts Companies B2B Meeting

Palestinian - Israeli Handicrafts Companies B2B Meeting Crown Plaza Hotel, Tel Aviv – July, 12th 2005

Activity Report

Activity Background

PalTrade's purpose is to lead the development of Palestinian trade as a driving force for sustainable national economic growth. For decades, Israel has been a viable market for Palestinian products, however, trade and commercial relationships between Palestinian and Israelis have been severely hurt as a result of the ongoing conflict. Repairing and restoring these relations will benefit the economy of Palestine and eventually help develop trade.

During meetings with TTIA (Handicrafts union) and discussions about the sector's markets, Israel was identified as an important market. Companies named long term partners in the Israel, and asked for facilitation to meet the Israeli companies to increase the flow of products into the Israeli market as well as the international market since many Israeli trade companies enjoy strong marketing capabilities in Europe and the US.

Therefore, PalTrade coordinated with Peres Center for Peace to contact the Israeli Exports institute to recruit Israeli handicrafts companies to attend a B2B meeting with Palestinian counters.

Goals of the meeting:

- Facilitate trade and product flow from West Bank and Gaza Strip to Israel
- Understand the new market trends in Israel and internationally.
- Revitalize business relation between Palestinians and Israeli companies.
- Locate new buyers for Palestinian companies in the Israeli market and internationally.
- Improve mutual Palestinian and Israeli understanding about each others' Sectors.
- Familiarize the Israeli companies with the Palestinian Handicrafts products through organizing a small exhibition during the activity.

Organizers:

- PalTrade
- Traditional and Tourism Industries Association – Palestine (TTIA)
- Perce Center for Peace

Key Performance indicators planned

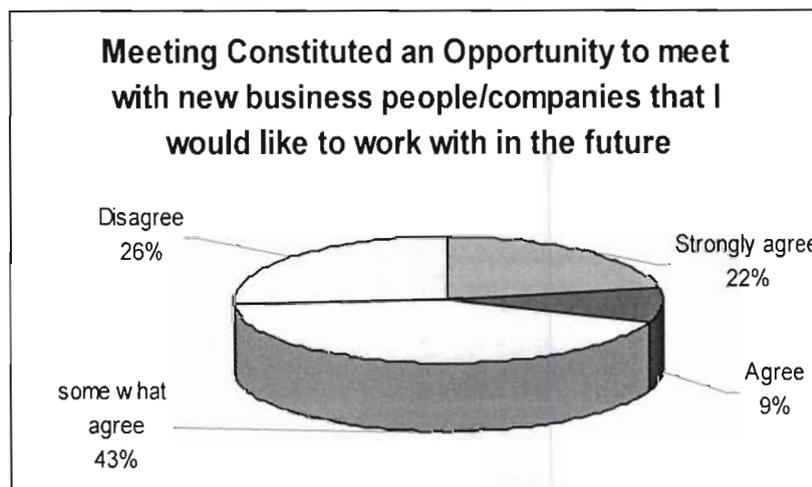
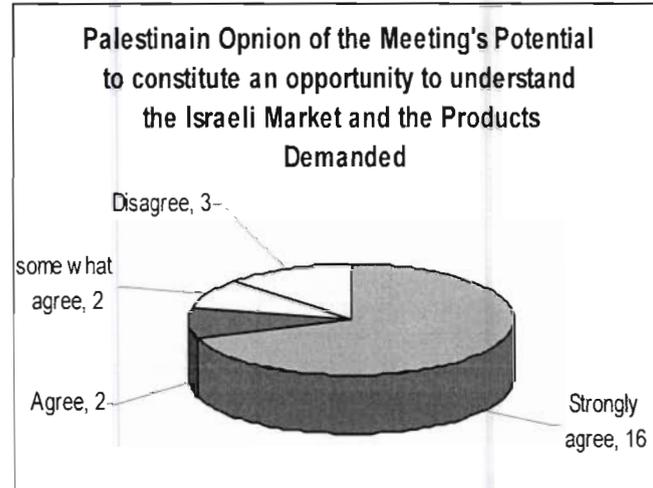
- At least 45 attendees (Israeli & Palestinian)
- At least 25 B2B meetings took place.

Achievements:

- Number of Companies invited: 31 Palestinian companies and 26 Israeli companies.
- Number of Attendees: 31 Palestinian companies (100% of invited) and 15 Israeli companies (68% of invited)

- 25 Palestinian companies revitalized their business relations with Israeli companies and identified possibilities for future cooperation through B2B meetings with Israeli companies.
- Many business men were able to get permits after being refused before.

Feedback from Palestinian companies:



Analysis:

The meeting provided a better understating of the Israeli market needs and trends. It drew the companies' attention to the fact that the Israeli market is interested in modern utilitarian pieces rather than religious items which is still the current concentration of the Palestinian producers.

The organization of the one on one meeting were set up well, hence the system employed assigned seating, time, and partners of each meeting. However, the recruitment of the companies fell short to deliver maximum potential benefits to the attendants on both levels of the participation; size of attendance and compatible interests. Not all Palestinian producers seem to felt that there are business partners on the other side, thus that more than 80% (24 companies) of the Palestinian participation produced olive wood products, while only 8 Israeli companies showed interest in olive wood products. The fact that olive wood producers dominate the TTIA weakened other sub sectors representation.

In general, only 15 Israeli companies showed up, 7 were absent and 4 canceled, this was countered by 31 Palestinian participants. Furthermore, while there was a strong unfulfilled interest in jewelry and glass in the Israeli side, there was unfulfilled interest in olive wood in the Palestinian side.

Annex 1: Meeting Agenda:

Palestinian - Israeli Handicrafts B2B Meeting

Crown Plaza Hotel, Tel Aviv – July 12th, 2005

13:00 – 13:30 Gathering and Registration

13:30 – 14:30 Greetings and Presentations about Trends and Changes in the Israeli and Palestinian Handicrafts industry

- Greetings:

Dr. Ron Pundak, Director General, The Peres Center for Peace
Executive Officer, Palestine Trade Center (PalTrade)
Mr. Yechiel Assia, Director General, The Israel Export &
International Cooperation Institute

- Presentation about the Palestinian Handicrafts Sector:

Mr. Remon Abu Farha, Chairman, Palestinian Handicrafts
Association

- Presentation about Israeli-Palestinian Cooperation in the Handicrafts Sector:

Dr. Naaman Akavia, Ronit Akavia Design

14:30 – 16:00 Open Reception – exhibition of products and Business to Business meetings

**Annex 2: Participant list:
Palestinian Companies**

Company's name	Name
Laila factory	Laila Nazal
GK olive wood workshop	George Khair
Ode commercial stores	Ibrahim Odeh
Ziad Fakhoury ceramic factory	Ziad Fakhoury
Antton Saleem Salman & Bro	Antton Salman
Nader Kasses Factory	George Abu Farha
Jameel Factory for olive wood	Jameel Banourah
Art Room	Nicola Al Yateem
Bethlehem Star	Jameel Hosh
Fatima olive wood works	Jerias Nicola
Ibrahim Khater olive wood workshop	Ibrahim Khater
Tamer factory for mother of pearl and olive wood	Nizar al Yateem
Al bisharah Factory	Issam Hawash
Abu Farha factory for olive wood	Majeed Khalil
Al zoughbi factory for olive wood	Hani Zoughbi
Raja Zacharia- The Bethlehemite hand made olive wood crafter	Raja Zacharia
Shepard's field	Rimon Abu Farha
Bsharah Philip Salsa' & Bro for olive wood	Bsharah Philip Salsa
Grotto Arts	Wissam Salsa
Friendship factory	Ibrahim Al Atrash
Qumsiyeh factory for olive wood	Hussam Qumsiyeh
Hussam olive wood workshop	Admon Abu Faraha
Turath Zaman workshop	Margo Kasasa
Farah workshop	Michele Farah Khair
Jonny daba helal workshop	Jonny daba helal
Necola Bshara Hoash workshop	Necola Bshara Hoash
Kader Farah Kaer workshop	Kader Farah Kaer
George Jamal Banora workshop	George Jamal Banora
Nader Jalal Altamimi workshop	Nader Jalal Altamimi
Hani Saleba Alyateem workshop	Hani Saleba Alyateem
Atef Hameel Banora workshop	Atef Hameel Banora
Khalid Timawi	

Israeli Companies

Company's name	Name
Art Yudaika	Yoav Akshtein
A. Q. LTD	Ayala Gilboa
Bat Ami Design Manufacturing & Marketing of Jewelry Ltd.	Einat Kartin
Bottle Tree	Shmuel Shabtai
Baren R. Export Management Ltd	Ron Bernholtz
Beyond the idea	Yariv Fink / Boga Fink
D. Seiag	David
Exclusive Marketing	Zipi Zeiri
Golan Goldex	David / Gili / Ayala
Hatzorfim	Miri Palmon / Jacob Marding
Klein	Roni Klein
Kedem Paz	Kedem Hezi
Lior Gluska	Lior Gluska
Leibovich Halamit	Leibovich Lilach
Michal David designs	Michal David / Eran David
MS Consulting	Nitza Levy
Nira Designes	
Rosenbrg Souvenurs T.S	Alfredo Rosenberg
Sara Conforti Studio	Sara Conforti
Samy D. Design Studio & Store	Sami David
Sarit Wolfus - Jewelry Design	Sarit / Squki
S.B Consulting Office	Shraga Barak
Tal Azulay Jewelery	Tal Azulay
Weishoff design and production	Eliezer Weishoff
Yam Michal	Elshi Fox
Zip L.	Zipi / David

Annex 3:Participant Feedback

Evaluation for the Handicrafts B2B meeting/Palestinian Participants

Please rate the extent to which you agree with the following statements:

Question	Strongly agree	Agree	some what agree	Disagree
This meeting gave me the opportunity to understand the Israeli market and the products demanded by them	16	2	2	3
Business cooperation between my company and Israeli companies will occur in the near future / in the long run	8	7	2	6
This meeting gave me the opportunity to meet with new business people/ companies that I would like to work with in the future.	5	2	10	6

Please rate the following
Organization of meeting:

Question	Excellent	Good	Fair	Bad
Venue (lighting, A/C, comfort)	20	3	0	0
Translation services	19	3	1	0
Food and beverages	0	3	6	14
Transportation arrangements	0	0	8	15

Types of future activities that would be beneficial in increasing Palestinian-Israeli trade in the textile and garment sector

Further business to business meetings	23
Seminars/workshops on textile and garments related issues with notable speakers	23
Training programs	23
Other:	0

Suggestions/Comments:

1. Invite more Israeli companies that work in the same fields that Palestinians work in.
2. Introduce the Israeli companies in a larger scale.
3. Try to invite Israeli companies that can sell the Palestinians equipments to work with.
4. The fee was high in comparison to the service provided.
5. The bus condition was really bad.
6. Ask the Israeli companies to bring samples in order to know what are the things produced and demanded by them.

Annex 4: Meetings

#	Israeli companies	Palestinian companies
1	Beyond the idea	Ibrahem Ode
2	Exclusive marketing	Antton Salman
3	Nira Designers	Art room
4	Golden Goldex	Nizar al yateem
5	Nira designers	Bsharah Philip Salsa
6	Exclusive marketing	Ibrahem al Atrash
7	Euro trade	Qumseyeh Factory
8	A.Q.Ltd	Margo Kassas
9	Art Judica	Michele Khair
10	Euro Trade	George workshop
11	Caroline	Nader Tamimi
12	Ron Bernhotz,(boron R-export)	Nader Tamimi
13	Euro Trade	Issam Hawash
14	Nira Designers	Nicola al Yateem
15	Nira Designers	Jonny helal
16	Bat Ami	Antoon salman
17	Bat Ami	Nader Tamimi
18	Bat Ami	Margo
19	A.Q.Ltd	Margo
20	A.Q.Ltd	Rimon abu Farha
21	Bat Ami	Khalid Timawi
22	Ron Bernhotz,(boron R-export)	Atef
23	Beyond the idea	Jameel Banourah
24	Ron Bernhotz,(boron R-export)	Grotto Arts
25	Exclusive marketing	Grotto Arts

Global Village supplement report

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سرقق

الافتتاح الرسمي للجناح الفلسطيني في القرية العالمية مساء اليوم

باب العمود وسور القدس في الواجهة والمعروضات التراثية تزين المكان



بالتسليم - متابعة وتصوير: هيام أبو النعاج

اليوم الأول للافتتاح غير الرسمي للقرية العالمية كان عبارة عن ورشة عمل كبيرة قبل افتتاحها الرسمي يوم 10 أيلول الجاري، حيث يشهد فيها الزوار الذين فتحت لهم أبواب القرية أهم أبواب القرية هذه الأبنية وهي تلام على أرض القرية، وعلى الأبنية المكشوفة والواجهات لها ومسطحة لها، وبمستوى الأرض يزداد بواجهات كئيبة جاءت معززة عن الارتفاعات الفلسطينية، فمستوى التلال، ومن باب العمود الفلسطيني الذي يجسد واجهات الفلسطينيين، إلى حدائق القدس العالمية التي تزين الجناح الأيراني إلى شاح محل الهندي الذي يعكس من أوقات الحضارة الإسلامية في الهند إلى أرواح مستعارة من آثار حضرة القديمة في الهند ومصرى، وغيرها من المعالم الأثرية الرائعة التي تعطي الزائر فكرة عن التاريخ الحضاري للشعوب المشاركة.

والجميل في هذه الأبنية التي تشكل مساهمة كبيرة من أرض القرية، أنها لا تعبر عن تراثها من خلال التكوين الخارجي العام للمباني، وإنما تنقل الزائر من خلال التفاصيل الصغيرة لتحويلات إلى أرواح أممها في مختلف العصور.

لقد كانت القرية في اليوم الأول ورشة عمل حقلية، وكانت الأبنية والمناجم والأوراق الأخرى ترمز صورة بيضاء أبيض من هذا العم الذي سيدوم للزائر كشو من وسائل الشعة وأدوية الفرح والتسليم.

ويما إن أول افتتاح رسمي للأبنية المشاركة سيكون لجناح فلسطين، فقد قامت "الاستاذة" بجولة في هذا الجناح، التي سيتم افتتاحها في الساعة الثامنة من مساء اليوم، برعاية القائم بالأعمال الوزير الفلوس عبد الله حوي.

أول ما يلفت النظر في الجناح الفلسطيني، هو هذا الحضور الكبير لأممته القدس ورمز فلسطين الأول، فقد جاءت الواجهة الأمامية لهذا الجناح تشكيلاً من الصور الحجرية القديمة لحيمة القدس ومن بين العمود، حيث جاء هذا الجانب مطابقاً تماماً لارتباطات باب العمود في مدينة القدس القديمة.

ومن ثمّ دخل إلى الأبنية مستمتعاً الأبنية التراثية الفلسطينية القديمة التي جمعت لتعبر وكان العنصر في فلسطين حيث العمود الفلسطيني في شكلها من الجناح، وعهدت أسماء المدن الفلسطينية التي كان مكان الأبنية عموماً وتما في

فلسطين الحديثة عام 1948، حتى ولم تكن والخطاب وأسس وأريته التي تشخص بحكم السلطة الوطنية الفلسطينية.

ولما كانت الأبنية قد حطرت عميقاً في الوجدان الفلسطيني، أصبحت الحاضنة الأساسية لروح الفلسطيني، من خلال موارثها وتراثها والحدائق التي حطفت من خلال لندن الفيلكوري الجين والحدائق التي حطفت من خلال لندن الفيلكوري الجين والحدائق التي حطفت من خلال لندن الفيلكوري الجين



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دعوة للمشاركة

19,000 زائر يومياً
27 دولة مشاركة

750 m² مساحة
35 جناح فلسطيني
13,000 زائر يومياً
27 دولة مشاركة

120,000 m² مساحة المعرض

مطاعم مخصصة للإيجار **4**

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02 - 240 - 8383
globalvillage@paltrade.org

أمر موعد التسجيل:
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تحت إشراف وزير الثقافة الدكتور محمد العبدون، افتتح مساء اليوم الجناح الفلسطيني في القرية العالمية في عمان، والذي يزينه سور القدس وباب العمود، إضافة إلى المعروضات التراثية الفلسطينية.

ويحتوي الجناح على مجموعة من المعروضات التراثية الفلسطينية، إضافة إلى المعروضات الفنية والحرفية، والتي تعكس الحياة اليومية في فلسطين.

ويضم الجناح أيضًا مجموعة من المعروضات التراثية الفلسطينية، إضافة إلى المعروضات الفنية والحرفية، والتي تعكس الحياة اليومية في فلسطين.

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الافتتاح الرسمي للجناح الفلسطيني في القرية العالمية مساء اليوم

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الطبخ الفلسطيني

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معرض الجناح

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Sharaf Newspaper- Amman

AD-DUSTOOR MONDAY 4 JULY 2008 ١٢

شرف

افتتح امس الاول في القرية العالمية

الجناح الفلسطيني يجمع بين جماليات الموروث وتقنيات الحضارة



الجناح الفلسطيني

الدكتور - هيام ابو التماج

لما أسس الامم كانت فلسطين ماضية على القارة في التربة العذبة كانت اول جناح بحوري الانتباه في القرية العالمية وكانت الخمس زهرة الاثني عشر سورا الشاي بحوي العروق امام الزهور وكان باب المعون سدحا لبرازها قرينة القلم بالعامل المسافر الفلسطينية لبري القوس حميد عدا الله قسوي تم مساء امس الاول افتتاح الجناح الفلسطيني في القرية الفلسطينية والقرية الفلسطينية على جسر النهر الازرقية الهندية. لقد جاء القاصون على جسر النهر من ارض الروما ، مصالهم الصناعة في فلسطين . ليشهدوا العجايب هذه الاممي التي توفيه الانتباه القارة على الجناح والفجر على خلق جماليات في أسلوب حياتها ربح القلم والفجر والهدوء

المعمارية ودمجت في الكثير من المائل. بعد حفل الافتتاح قامت احدى الفرق الشعبية الفلسطينية ، بتلقيب مجموعة من الفوهات الشعبية الفلسطينية على النمام الجديدة واور الزفاد لم الشوبه ويعودا من الايمان الشعبية الفلسطينية. وقد شارك في هذا العرض الفلسطينيين ، عدد من السيدات القواني جنبا الى موقع الجناح برتديين الشياطين القرنية الفلسطينية. "الدكتور" قامت بعزفا في هذا الجناح وحاورت اصحاب اللجنة المشاركة فيه. ايد كتيبي احد الكشوف في الجناح الفلسطيني مثل " هذه هي المشاركة الاولى لنا ولد لاحقا القبال كثيرا على محاورات الجناح الفلسطيني من قبل الزوار . وادغم من معاناة الكبيرة التي يربطها الاحتلال من خلال التشويق طيبة ، الا انها استلعتنا ان نذكر في هذا المسار وشارك في العديد من الفعاليات في عدد من الدول العربية مثل دبي والقرن وسوريا السعودية ، لانا هناك طاقات الشبابية القارة على الخاصة في معظم الاسواق العربية والصوتية ، بالبرم من التا لا جناح لنا عرضة العمل في مسانعة لكل من طرفة هيام ، شجيرة طريف الافاق التي شاعرس لها

معمود خير الشين ابراهيم معبر المبيعات باحد الاجنحة لال شعب من الشركات الرائدة بمرجة ان العود الاسرائيلي ومشتبك 100 من منتجاتها التي استطاعت ان تنافس منتجات تلك العود. واشعل " وامن نعتقد ان الزبون هو نالنا لتلاقي في دور العربية والعالم ومن من خلال الجودة العالية، نأت لتتجسد التي نصل اليها مستجالتنا، اننا على نالنا حانر مع كل الفعاليات التي ترفع من سوية المنتج الفلسطيني لكي نلحه قاربا على الخاصة في الاسواق العالمية ، ونعتد ان مثل هذا الجناح سيكون خير سفير للشعب الفلسطيني . وقامت السيدة وسام بشي الشرفا على الجناح القاص بالقرنات " لانه ليست القرية التي التي شارك فيها بالقرية العالمية، فقد شاركنا في فعاليات العام للفن ، وانا اعلم ان مشاركتنا كانت مبرزة ومن خلال السيدات اهلنا ان اعطاء الزوار يتسبب على تلموه العرس الفلسطيني والذوق القديم والشراعية الفلسطينية التي تلموه برمز وطنيا نكل فلسطيني، انما هي الامم التي تلموه قاربا العرس والشراعية القارة والقرنات العظم

وقال جلال الشليم الشرفا على جناح القرية القارية ومصنوعات خاص الزبون " هذه التصورات الفلسطينية المصنوع من المصنوعات التي يكثر عليها المثل في مختلف أنحاء العالم، خاصة انها تحمل بجوارها الشعب الفلسطيني، وتعمل الكثير من صادرات

خارجيا، وقال عامر ابو ايول " بالرغم من الظروف القاسية التي نعيشها الا انها استطاعت ان تنقل على لفة التسلية في الدول العربية والعالمية، خاصة بعد اعلمنا من المصنوعات الأردنية " وقال محمد علي الشرفا " مستجالتنا لتحويل في المنتجات الفلسطينية " وقال شلال الشليم الشرفا " يبدو ان هناك سورا في ارض الفلسطينية، خاصة في " قسوي " الفلسطيني ناكلها مبرزة ابو موجودا في كل جزء من العالم " وقال رائد الشليمي " متمننا من المصنوعات الفلسطينية في الدول العربية، وهو فخر على التلمسة بشكل كبير

مراحل التصان الفلسطيني مثل - القصر لنا - التا ماعلون - فلسطين، مبرزة - مانتلة - خاتمة فلسطين - ومصنوعات القس - والارباب القرنية ، ويعودا من قريز الفلسطينية كالحقا في وجمال انسان في العالم استاء الى الامم القارية المتصورة من العرس وهناك از من صادرات مبرزة مستجالتنا في السيدات القارية لخاصة بالمتنص، وتتلوي على جوار من نور القرن، وبرم من القسويات من بيت عودنا " وقال رياض حسان الذي يتشرف على جناح القاصين ان " نالنا هذه التصورات من اهل العرس ابراهيم التي من خلال الشراعية من القرية القاصية ورسى امدادات مبرزة وهذه العرايس والتلمة تلك هي الشراعية مبرزة لنا ، لانا متلمص من

Annex 6: Gitex, Dubai 2005 Supplement Report

شركة «يافا - نت» تشارك بمعرض «Gitex ٢٠٠٥» في دبي

تشارك شركة «يافا - نت» في معرض Gitex ٢٠٠٥، ضمن مجموعة Oracle World الذي يقام في دبي وهي الشركة الوحيدة المؤهلة للعرض في القاعة الرئيسية للمعرض. وستقوم شركة «يافا - نت» بعرض مجموعة من منتجاتها وتصممة حسب اصول الجودة العالمية وهي School.Net لادارة شؤون المدارس والشؤون التعليمية الالكترونية . Net.Courts لادارة شؤون

الحاكم Archiving.Net لارشفة وادارة الوثائق وكذلك أنظمة المقاصة المركزية للبنوك التجارية، وأنظمة ادارة شؤون الموظفين والرواتب Power Team.Net.
من الجدير بالذكر ان شركة «يافا - نت» هي الوكيل المعتمد لشركة Oracle-MiddleEast، في فلسطين وعلى المستوى العالمي OracleWorld Wide Partner، منذ خمس سنوات.

بأمل كبير تتجدد المشاركة الفلسطينية للمرة الخامسة في جيتكس دبي ٢٠٠٥

الصادرات الفلسطينية في مجال تكنولوجيا المعلومات في الأسواق العربية، وأشار أيضا إلى النجاح الذي حققه معرض تكنولوجيا المعلومات المحلي أكسبوتك ٢٠٠٥ وأنه سينعكس على المشاركة الفلسطينية في جيتكس هذا العام..

وأضاف معاينة، نتقدم بالشكر لدولة الإمارات العربية ممثلة بالشيخ محمد بن راشد آل مكتوم ولي عهد دبي وزير دفاع الدولة الذي عمل على تقديم المساعدة والدعم لقطاع تكنولوجيا المعلومات الفلسطيني. كما نتمنّى عاليا الدور الذي لعبه مركز دبي التجاري العالمي في وضع كافة التسهيلات اللازمة للمشاركة في المعرض هذا العام..

يشارك في الجناح الفلسطيني للمعرض الحاضرة الإلكترونية لتكنولوجيا المعلومات (PICTI)، الشركة العربية للتقنيات (ATS)، شركة صفد للهندسة والإلكترونيات، مسلمانتي - شركة مؤسسة التكنولوجيا اليابانية.

ومن الجدير ذكره أن بيتا وبيال تريد قد نظمتا منتصف شهر أيلول الحالي معرض تكنولوجيا المعلومات والاتصالات الفلسطيني أكسبوتك ٢٠٠٥، الذي حقق نتائج إيجابية على صعيد تعريف المستهلك والموزع الفلسطيني بإمكانيات ومستوى السوق الفلسطيني في مجال أنظمة المعلومات، كما حقق المعرض نجاحا من خلال الأعداد الهائلة من الزوار من كبار الشخصيات وصانعي القرار والوطنيين الذين قدموا من مختلف المؤسسات والذين الفلسطينيين.

خلال العديد من اللشآت والمؤسسات والشايع الدولية واقليميا في العديد من الدول العربية، كما ونعمل على عقد شراكات وصفقات هامة تساهم في دعم قطاع تكنولوجيا المعلومات الفلسطيني ودفعه إلى الأمام..

وأضاف معاينة، أنه من خلال ما تقدمه الشركات الفلسطينية المشاركة في المعرض ستظهر القدرة التنافسية وتثبت عزيمتها على مواصلة العمل للإرتقاء، بقطاع التكنولوجيا. وقد أنبثت الشركات الفلسطينية في سنوات العرض السابقة قدرتها على تقديم أنظمة وحلول تكنولوجية متطورة مصممة خصيصا لتلائم الأسواق العربية..

كما قال ناقد الحرباوي رئيس مجلس إدارة بال تريد، تشارك في معرض جيتكس للمرة الخامسة من خلال مجموعة من شركات أنظمة المعلومات الرائدة في فلسطين، والتي ستعرض قائمة مبتكرة من منتجاتها ذات الجودة العالية والمواصفات العالمية التي نأمل من خلالها الدخول إلى الأسواق العالمية بكفاءة وقدرة تنافسية عالية، كما نأمل بتعزيز حجم

دبي - بحضور سليم أبو سلطان القنصل الفلسطيني العام في دبي ووفد فلسطيني كبير لتجديد المشاركة الفلسطينية في المعرض العالمي لتكنولوجيا المعلومات جيتكس دبي ٢٠٠٥.

ينظم المشاركة الفلسطينية كل من اتحاد شركات أنظمة المعلومات الفلسطيني - بيتا، ومركز التجارة الفلسطيني - بال تريد، للمرة الخامسة على التوالي إيماناً منهما بأهمية الكبيرة لهذا المعرض الذي يعتبر الحدث التكنولوجي الأهم في الشرق الأوسط.

وتعرض الشركات الفلسطينية مجموعة من منتجات أنظمة المعلومات والحلول المصممة لتلائم احتياجات المنطقة العربية في التعليم والإدارة والحاسب والاتصالات والوارد البشرية، وإدارة وسائل النقل.

من جهته أكد طارق معاينة رئيس مجلس إدارة بيتا أن «أبرز ما يميز المعرض هو إقامته في مدينة دبي التي تعد مركزا تجاريا وتكنولوجيا هاما للغاية، نتمنى من خلال مشاركتنا فيه إلى الترويج للمنتجات والبرمجيات الفلسطينية المخرجة محليا من



أربع شركات فلسطينية في معرض جيتكس دبي ٢٠٠٥

الهيئة التحقبة لأنظمة المعلومات في السوق الفلسطينية، حيث قامت ببناء قواعد بيانات لتعدد من المؤسسات المحلية الخاصة والحكومية، كما أنها عملت منذ عدة سنوات على تسويق منتجاتها في الدول العربية وخصوصاً في الخليج العربي، وهي تعمل في المملكة العربية السعودية من خلال شركة كمبيوسوفت في الرياض.

حلول إدارة متكاملة للمؤسسات من شركة صفد للهندسة والإلكترونيات

تشارك شركة صفد للهندسة والإلكترونيات في المعرض هذا العام من خلال نظامين حديثين لخدمة الشرايع الكيرن. أولاً نظام المساعدة الفورية الإلكترونية، الذي يقوم بإدارة الرسائل الإلكترونية والموقع الإلكتروني، والزيارات، والهاتف والفاكس. من مكان مركزي، وبالتالي يقلل من تكاليف الاتصالات بصورة عامة، ويسهل الخدمات التي تقدمها الشركة لزيائنها وموظفيها وينتظم العائدات المالية، ويوفر عملية الجرد.

كما تعرض الشركة مشروع البوابة الإلكترونية، الذي يقوم ببناء قاعدة بيانات وحفظها لأي استعمال مستقبلي حيث يمكن إرسال أي معلومات للزيائن لاسلكياً. البوابة مزودة بـ CMS-Workflow Engine Runs on Oracle and SQL-Server مما يساعد الشروع في بناء الصفحة الإلكترونية بأقل التكاليف، وإرسال المعلومات والخدمات بطريقة ذكية وعملياً، وإعادة المعلومات بطريقة واضحة للجمهور ويساعد في زيادة وتطوير الإنتاجية. يذكر أن شركة صفد تأسست عام ١٩٩٢، وقد استفادت أن تستقطب الخبرات والكفاءات وتقدم حلول متكاملة للشركات المحلية والمؤسسات الحكومية في مجال أنظمة المعلومات.

عبوات حبر صديقة للبيئة من شركة مسلماني

تسعى شركة مسلماني -مؤسسة التكنولوجيا الجيايبانية- إلى الترويج لمنتجاتها من عبوات حبر طباعتي الليزر بماركة Prima المسجلة، وأكثرها ميميز هذا المنتج كونه يعتبر صديقاً للبيئة على المستوى العالمي، لأنه يعتمد على إعادة الاستفادة من عبوات حبر طباعتي الليزر سواء اللون وإعادة استخدامها عشوات الحرات دون أن تؤثر في جودة الطباعة، بدلاً من حرقها أو دفنها، الأمر الذي يساهم في تطوير الاقتصاد الوطني وتوظيف الكفاءات المحلية، وتوفير في الأسعار من ٢٠ إلى ٥٠٪. وقد حصل المنتج على شهادة مطابقة للمواصفات العالمية لجودة الطباعة، وما دقت عليه المؤسسة الفلسطينية لإعادة التدوير والتنمية البيئية (واند)، ومن العلوم أن شركة مسلماني تأسست عام ١٩٩٢ في مدينة القدس بهدف الدخول إلى سوق التجيزيات المكتبية، وهي تواصل مسيرة نجاحها من خلال التقدم بسرعة لإرضاء الزبائن بأفضل الأسعار. ومن الجدير بالذكر أن المشاركة الفلسطينية في المعرض تتم هذا العام برعاية كريمة من بنك التنمية الإسلامي، وحدة صندوق الأقصى.

البييرة - تشارك أربع شركات فلسطينية في المعرض العالمي لتكنولوجيا المعلومات، جيتكس - دبي ٢٠٠٥، في الفترة ٢٥-٢٨ أيلول الجاري، وذلك بتقديم مجموعة من منتجات أنظمة المعلومات والحلول المصممة لتلائم احتياجات المنطقة العربية في التعليم والإدارة والحاسبية والاتصالات والوارد البشرية، وإدارة وسائل النقل، وغيرها من البرامج.

ويقوم مركز التجارة الفلسطيني -بال توريد بالتعاون مع اتحاد شركات أنظمة المعلومات الفلسطينية (بيتا) بتنظيم المشاركة الفلسطينية في المعرض للمرة الخامسة على التوالي، وتعتبر هذه المشاركة علامة مميزة لمسيرة تكنولوجيا المعلومات في فلسطين حيث يعد المعرض أبرز تجمع يضم منتجي التكنولوجيا ومزودها ومروجيها في الشرق الأوسط، وهو الفرصة السنوية الأهم لتعزيز التعاون بين الشركات الفلسطينية والعربية والدولية.

تشارك في الجناح الفلسطيني للمعرض الحاضنة الفلسطينية لتكنولوجيا المعلومات والاتصالات (PICTI)، والشركة العربية للتقنيات (ATS)، وشركة صفد للهندسة والإلكترونيات، ومسلماني - شركة مؤسسة التكنولوجيا الجيايبانية

سنة مشاريع تحت مظلة PICTI

بعد مشاركتها الناجحة العام الماضي والتعريف عنها لدى كل المقاطعات المهمة تأتي مشاركة بيكتي هذا العام من خلال معرض لمرعة عملها اللذوب طيلة العامين الماضيين، والتي جاءت بالمشاريع التالية:

- بوياء، بوياء تعليمية ترفيحية للأطفال.
- خدمات تزويد محتويات الهواتف النقالة بمعلومات وأخبار أو مواد ترفيهية.
- برامج وحلول في مجال الإدارة والوارد البشرية والحسابات.
- نظام التحكم عن بعد باستخدام تقنية GSM
- رمض العيون البوابة الإلكترونية.
- مشروع لإدارة المشاريع الهندسية.

ومن الجدير بالذكر أن الحاضنة التي تأسست عام ٢٠٠٣ تعمل على رعاية العديد من المبدعين، لساعاتهم في تطبيق وتسويق أفكارهم في مجال تكنولوجيا المعلومات، وهي تسعى لتطوير هذا الدور عن طريق رعاية المزيد من الأفكار المبدعة والفييدة للاقتصاد الفلسطيني.

نظام الفوترة والجامعات وإدارة وسائل النقل من أهم الحلول التي تعرضها الشركة العربية للتقنيات ATS

تعرض الشركة مجموعة كبيرة من المنتجات والأنظمة الهمة والمميزة بينها نظام الفوترة لشركات الكهرباء، والماء، الجامعات ونظام إدارة وسائل النقل بما في ذلك حركة الأساطيل، بالإضافة إلى مجموعة من الحلول والخدمات والأنظمة مثل نظام التحكم عن بعد، أرشفة اللغات، والوارد البشرية الذي يتكون من رزمة كاملة من برامج الإدارة بما فيها شؤون موظفين، جدول الرواتب، ومعلومات عن المدورات التمريضية.

ومن الجدير بالذكر أن الشركة سعت منذ نشأتها عام ١٩٩٤ إلى تطوير

الحياة الاقتصادية

الأحد ٢٥/٩/٢٠٠٥

١٣

فلسطين تشارك للمرة الخامسة في معرض جيتكس دبي ٢٠٠٥

وانه سينعكس على المشاركة الفلسطينية في جيتكس هذا العام.

وأضاف معاينة «تقدم بالشكر لدولة الإمارات العربية ممثلة بسمو الشيخ محمد بن راشد آل مكتوم ولي عهد دبي وزير دفاع الدولة الذي عمل على تقديم المساعدة والدعم للقطاع تكنولوجيا المعلومات الفلسطيني. كما نتمن عالماً الدور الذي لعبه مركز دبي التجاري العالمي في وضع كافة التسهيلات اللازمة للمشاركة في المعرض هذا العام».

ويشارك في الجناح الفلسطيني للمعرض الحاضرة الإلكترونية لتكنولوجيا المعلومات (PIC)، الشركة العربية للتقنيات (ATS)، شركة صفد للهندسة والإلكترونيات، مسلماني - شركة مؤسسة التكنولوجيا اليابانية.

ومن الجدير ذكره أن بيتا وبال تريد قد نزلت منتصف شهر أيلول الحالي معرض تكنولوجيا المعلومات والاتصالات الفلسطيني اكسبوتك ٢٠٠٥، الذي حقق نتائج إيجابية على صعيد تعريف المستهلك والتوزيع الفلسطيني، بإمكانيات ومستوى السوق الفلسطيني في مجال أنظمة المعلومات. كما حقق المعرض نجاحاً من خلال الإعداد الهائل من الزوار من كبار الشخصيات وصانعي القرار والمواطنين الذين قدموا من مختلف المؤسسات والمدن الفلسطينية.

خلال العديد من المنشآت والمؤسسات والمنابر الدولية واقيماً في العديد من الدول العربية. كما ونعمل على عقد شراكات وصفقات هامة تساهم في دعم قطاع تكنولوجيا المعلومات الفلسطيني ودفعه إلى الأمام».

وأضاف معاينة «أنه من خلال ما تقدمه الشركات الفلسطينية المشاركة في المعرض ستظهر القدرة التنافسية وثبتت عزيمتها على مواصلة العمل للارتقاء بقطاع التكنولوجيا. وقد اثبتت الشركات الفلسطينية في سنوات المعرض السابقة قدرتها على تقديم أنظمة وحلول تقنية متطورة مصممة خصيصاً لتلائم الأسواق العربية».

كما قال نفاذ الحرابوي رئيس مجلس إدارة بال تريد «نشارك في معرض جيتكس للمرة الخامسة من خلال مجموعة من شركات أنظمة المعلومات الرائدة في فلسطين، والتي ستعرض قائمة مبتكرة من منتجاتها ذات الجودة العالية والمواصفات العالية التي نأمل من خلالها الدخول إلى الأسواق العالمية بكفاءة وقدره تنافسية عالية. كما نأمل بتعزيز حجم الصادرات الفلسطينية في مجال تكنولوجيا المعلومات في الأسواق العربية، وأشار أيضاً إلى النجاح الذي حققه معرض تكنولوجيا المعلومات المحلي اكسبوتك ٢٠٠٥

رام الله - (البحر نيوز) - تشارك فلسطين للمرة الخامسة في معرض جيتكس ٢٠٠٥ بأمل كبير وإيماناً بالأهمية الكبيرة لهذا المعرض الذي يعتبر الحدث التكنولوجي الأهم في الشرق الأوسط تتجدد المشاركة الفلسطينية في المعرض العالمي لتكنولوجيا المعلومات جيتكس دبي ٢٠٠٥. بحضور سعادة سليم أبو سلطان القنصل الفلسطيني العام في دبي ووفد كبير يمثل أبرز العاملين في القطاع.

ينظم المشاركة الفلسطينية كل من اتحاد شركات أنظمة المعلومات الفلسطيني - بيتا، ومركز التجارة الفلسطيني - بال تريد، للمرة الخامسة على التوالي إيماناً منهما بالأهمية الكبيرة لهذا المعرض الذي يعتبر الحدث التكنولوجي الأهم في الشرق الأوسط.

وتعرض الشركات الفلسطينية مجموعة من منتجات أنظمة المعلومات والحلول المصممة لتلائم احتياجات المنطقة العربية في التعليم والإدارة والمحاسبة والاتصالات والموارد البشرية، وإدارة وسائل النقل.

من جهته أكد طارق معاينة رئيس مجلس إدارة بيتا أن «أبرز ما يميز المعرض هو إقامته في مدينة دبي التي تعد مركزاً تجارياً وتكنولوجيا مهما للغاية. نسعى من خلال مشاركتنا فيه إلى الترويج للمنتجات والخدمات الفلسطينية الجارية محلياً من



للمرة الخامسة على التوالي

فلسطين تشارك في معرض 'جيتكس دبي ٢٠٠٥'

رام الله.. (الايام): افتتح، أمس، المعرض العالمي لتكنولوجيا المعلومات، 'جيتكس دبي ٢٠٠٥'، بحضور سعادة سليم أبو سلطان القنصل الفلسطيني العام في دبي ووفد كبير يمثل أبرز العاملين في القطاع. وينظم المشاركة الفلسطينية في المعرض كل من اتحاد شركات أنظمة المعلومات الفلسطينية، 'بيتا'، ومركز التجارة الفلسطينية، 'بال توريد'، للمرة الخامسة على التوالي إيماناً منهما بالأهمية الكبيرة لهذا المعرض الذي يعتبر الحدث التكنولوجي الأهم في الشرق الأوسط.

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من جهته، أكد طارق معاينة، رئيس مجلس إدارة 'بيتا'، أن أبرز ما يميز المعرض هو إقامته في مدينة دبي التي تعد مركزاً تجارياً وتكنولوجياً مهماً للغاية، تسعى من خلال مشاركتنا فيه إلى الترويج للمنتجات والبرمجيات الفلسطينية المحررة محلياً من خلال العديد من المنشآت والمؤسسات والمشاريع الدولية وإقليمياً في العديد من الدول العربية، كما وتعمل على عقد شراكات وصفقات مهمة تساهم في دعم قطاع تكنولوجيا المعلومات الفلسطيني ويدفعه إلى الأمام.

وأضاف معاينة، أنه من خلال ما تقدمه الشركات الفلسطينية المشاركة في المعرض ستظهر القدرة التنافسية وتثبت عزمها على مواصلة العمل للارتقاء بقطاع التكنولوجيا، وقد أثبتت الشركات الفلسطينية في سنوات المعرض السابقة قدرتها على تقديم أنظمة وحلول تكنولوجية متطورة مصممة خصيصاً لتلائم الأسواق العربية.

بدوره، قال نافذ الحريايوي، رئيس مجلس إدارة 'بال توريد'، 'تشارك في معرض جيتكس للمرة الخامسة من خلال مجموعة من شركات أنظمة المعلومات الرائدة في فلسطين، والتي ستعرض قائمة مبتكرة من منتجاتها ذات الجودة العالية والمواصفات العالمية التي نأمل من خلالها الدخول إلى الأسواق العالمية بكفاءة وقدرة تنافسية عالية. كما نأمل بتعزيز حجم الصادرات الفلسطينية في مجال تكنولوجيا المعلومات في الأسواق العربية، وأشار أيضاً إلى النجاح الذي حققه معرض تكنولوجيا المعلومات المحلي اكسبوتك ٢٠٠٥ وأنه سينعكس على المشاركة الفلسطينية في جيتكس هذا العام.

ويشارك في الجناح الفلسطيني للمعرض الحاضنة الإلكترونية لتكنولوجيا المعلومات (PICI)، والشركة العربية للتقنيات (ATS)، وشركة صفد للهندسة والإلكترونيات، ومسلماني- شركة مؤسسة التكنولوجيا اليابانية.

4 شركات فلسطينية تقدم حلولها المطورة

دبي الخليج

الشركة لإيمانها وموظفيها وينظم العائدات المالية. ويوفر عملية الجرد وتوسعى شركة مسلحاني - مؤسسة التكنولوجيا اليابانية - إلى الترويج لمنتجاتها من عبوات حبر طابعات الليزر بعلامة «PRIMA» المسجلة. وأكثر ما يجبر هذا المنتج كونه يعتبر صديقاً للبيئة على المستوى العالمي. لأنه يعتمد على إعادة الاستفادة من عبوات حبر طابعات الليزر سواء اللون وإعادة استخدامها عشرات المرات دون أن تؤثر في جودة الطباعة بدلاً من حرقها أو دفنها، الأمر الذي يسهم في تطوير الاقتصاد الوطني وتوظيف الكفاءات المحلية، وتوفر في الأسعار من شهادة مطابقة للمواصفات العالمية لجودة الطباعة، وصارفت عليه المؤسسة الفلسطينية لإعادة التدوير والتنمية البيئية (إفندا).

ومن الجدير بالذكر أن المشاركة الفلسطينية في المعرض تخدم هذا العام برعاية كريمة من بنك التنمية الإسلامي وحدة صندوق الأقصى.

المعلومات والاتصالات (PICT)، الشركة العربية للتقنيات (AIS) شركة صفد للهندسة والإلكترونيات، مسلحاني - شركة مؤسسة التكنولوجيا اليابانية.

وبعد مشاركتها الناجحة العام الماضي والتعريف بها لدى كل القطاعات المهنية تأتي مشاركة «بيكتي» هذا العام من خلال عرض ثمره عملها الدؤوب طيلة العامين الماضيين.

وتعرض الشركة العربية للتقنيات مجموعة كبيرة من المنتجات والأنظمة المهمة والمميزة بينها نظام الفوترة لشركات الكهرباء والماء، الجامعات ونظام إدارة وسائل النقل بما في ذلك حركة الأساطيل، وتشارك شركة صفد لتقنيات الهندسة والإلكترونيات في المعرض هذا العام من خلال نظامين حديثين لخدمة المشاريع الكبرى. أولاً نظام المساعدة الفورية الإلكترونية؛ الذي يقوم بإدارة الرسائل الإلكترونية والموقع الإلكتروني، والزيارات، والهاتف والفاكس، من مكان مركزي، وبالتالي يقلل من تكاليف الاتصالات بصورة عامة، ويسهل الخدمات التي تقدمها

تشارك أربع شركات فلسطينية في جيتكس 2005. وذلك بتقديم مجموعة من منتجات أنظمة المعلومات والحلول المصممة للتلائم احتياجات المنطقة العربية في التعليم والإدارة والمحاسبة والاتصالات والموارد البشرية، وإدارة وسائل النقل، وغيرها من البرامج.

ويقوم مركز التجارة الفلسطيني (بال) تريبدا بالتعاون مع اتحاد شركات أنظمة المعلومات الفلسطينية (بيتا) بتنظيم المشاركة الفلسطينية في المعرض للمرة الخامسة على التوالي، وتعتبر هذه المشاركة علامة مميزة لمسيرة تكنولوجيا المعلومات في فلسطين حيث يعد المعرض أبرز تجمع يضم منسجى التكنولوجيا ومروديها ومروجيها في الشرق الأوسط، وهو الفرصة السوية الأهم لتعزيز التعاون بين الشركات الفلسطينية والعربية والدولية.

وتشارك في الحجاج الفلسطيني للمعرض الحاضبة الفلسطينية بتكنولوجيا

Palestinian ICT firms mobilised for GITEX 2005

BY A STAFF REPORTER

DUBAI— Four distinguished Palestinian IT firms will be present at GITEX 2005, displaying their latest developments and software products at Palestine Pavilion-Hall 5 stand M5-1. The Palestinian Information Technology Association of companies (PITA) and Palestine Trade Centre (Paltrade) are organising the Palestinian participation in order to highlight the growth and momentum of the Palestinian ICT sector, and showcase the vast number of new ICT business developments in Palestine.

After the noticeably successful experience at the Palestine ICT exhibition Expotech 2005, the company is now determined to penetrate the Gulf market, according to Sani Daher, PalTrade CEO.

The Palestinian Information Technology Association of companies (PITA) and Palestine Trade Centre (Paltrade) are organising the Palestinian participation in order to highlight the growth and momentum of the Palestinian ICT sector, and showcase the vast number of new ICT business developments in Palestine

The Palestinian exhibitors are ATS, founded in 1994, one of the largest software houses in Palestine, with a strong presence in the public and private sectors. ATS will exhibit a utility billing system (electricity, water, gas, etc.); financial and logistics management information system; human resources management system, document archiving and control system; university management information system; fleet management and remote control

system; shareholders system; project management system and mobile solutions. Founded in 1990 to supply electronic office equipment to the West Bank, East Jerusalem and Gaza Strip, Japan Technology Enterprise (JTE) is offering the environment-friendly Laser-Ink Jet. JTE remanufactures laser toner cartridge (toner) for use with HP, Canon, Panasonic and Epson printers and faxes). JTE manufactures PRIMA CLEAN, an antistatic cleaner for cleaning

the surface of electronic equipments. An independent Palestinian non-profit, the Palestine Information and Communications Technology Incubator ICT Incubator was created in 2003 through the initiative and support of the Palestinian ICT community. This year, PICTI is offering five showcases: E-Learning for Children, Information Provision for Mobile Cell phones, Programs and Solutions in the management, human resources and accounting fields, GSM Control System and the Electronic Gate. Safad provide its services and solutions through multiple channels in Software Development, Systems Integrator and IT Consultations. This year, SAFAD offers two main products at GITEX: E-Assistance to manage the electronic sites and emails, visits, telephones and faxes and the E-Gate which is CMS-Workflow Engine that runs

on Oracle and SQL-Server. "The Palestinian ICT companies are offering a competitive programming and advanced IT systems package. This being the 5th year that there has been a Palestinian presence at GITEX, all participants have learnt a great deal from their predecessors' and own experience," said Tarek Ma'a'a, Chairman of Board of Directors - PITA. Nafeth Habawi, Chairman of Board of Directors - PalTrade, said that GITEX continues to reflect the importance & phenomenal growth of the IT industry in the region by continually highlighting the latest technology & services from international manufacturers and suppliers. PalTrade encourages all IT companies in Palestine to participate at GITEX. Support for the Palestinian delegation at GITEX 2005 has been through the Islamic Development Bank (IDB)- Al-Aqsa Fund Unit.



Business development

Palestine IT sector aids start-up of businesses

The Palestine Information & Communications Technology Incubator (PICTI) is helping fledgling companies to tap regional and international marketing opportunities

Stand M5-1

Due to travel restrictions and overall logistical obstacles, many Palestinian firms lack the sophistication or experience necessary to successfully market their products either regionally or internationally. PICTI helps to identify and facilitate IT-oriented business opportunities where Palestinian firms can partner with business ventures in foreign markets.

A fundamental aspect of the overall approach of PICTI is to provide the initial funding required for a start up company to become commercially viable and reach the point where it becomes business ready. "PICTI manages a seed fund and provides access to venture capital to help companies to get off the ground," explains Fayez Hussein, PICTI's CEO.

"It is about helping start-up companies to get a foothold in the market," Hussein adds. "It is about personal development as well as business development. Some of the young people that have come with us to demonstrate their applications here this week had never even been on a plane before," he says.

PICTI's marketing programme is designed to put companies on the track to success and has a special focus on helping firms access and succeed in



regional and international markets. Strategic partnerships and alliances are an essential driver for enterprises that want to expand beyond the boundaries of the Palestinian domestic market. "To help position IT products and services in regional and global markets, PICTI will help its clients identify viable business-to-business relationships," Hussein says.

The limited demand for IT products and services in Palestine makes it difficult for entrepreneurial firms to develop the expertise or applied practical experience to make them competitive on a wider scale and Hussein believes that Gitex provides the perfect opportunity for its new companies to meet prospective partners that can bring their applications to a

wider audience. "Simply by being here, our companies are learning the ropes, learning how tradeshow operate and learning how to answer the questions of interested parties and market themselves," he explains.

"The formation of partnerships, strategic alliances, and joint ventures can help PICTI clients and the overall Palestinian IT sector to develop," he adds.

تحليل اقتصادي

ممارسات الاحتلال تعرقل تقدم شركات تكنولوجيا المعلومات الفلسطينية

تسبب الحواجز التي تضعها السلطات الإسرائيلية في طريقهم خاصة وأن بعض الاعمال، مثل الشركات الصغيرة في مناطق القرية من رام الله وبين المستشفيات أيضا تعطل العمل مع حدود اختراجات اسرائيل التقنية الحديثة ومنها ارتفاع أسعار الاجهزة الكهربائية.

وأبرز المشكلات التي تواجه الشركات الفلسطينية هنا بطول خبرتهم في السوق معظم الشركات من الإستهلاك في الشركات الفلسطينية كما ينطوي على ذلك الإستهلاك من مخاطر كبيرة.

وقال الهامس في كثير من الأحيان ترفض السلطات الإسرائيلية تسليما ما يستورده من الاجهزة لاعتبارات اقتصادية محلية من الخارج وبخبرتها في الجهد لمدد تصل الى ثلاثة اشهر مما يعوق عملا.

والهدف قائلا: تصادف على المنتجات التي تستوردها من الخارج لتستجر اعمالا تكاليف السفر وتكاليف بناء المنتجات لفترة طويلة في المواسم الإسرائيلية مما يرفع سعرها للغاية بالنسبة لها.

وتوجد في رام الله حائسة لتكنولوجيا وهو سكار لتجميع فيه الشركات التي تعمل في التكنولوجيا ويقدم لها بعض الدعم من الولايات المتحدة ومن صندوق دعم الاقصى بنائبه الاسلامي الهامس.

ويقول احمد الفرحان وهو مدير المحتوى لشركة فلسطينية: حتماً التي ربي ربح كل التسعومات لتسويق منتجاتها وبمحاولة عرض تجارياً التي تسبب في الدخول في تطبيق خارج فلسطين أيضاً - تسد - معاناتنا في هذا المجال ابتداء من الدراسة التي تواجه فيها صعوبات كثيرة حتى نتخرج من التعليم.

وقال الهامس: الإحتلال يصعب علينا كثيراً خاصة الجوازات وتعدد الجوازات حتى ان قامت مطابقة الهوية ثلثة بعض الشركات يقول لك ارجع ولا يهده جندس ولا يمرر - كما على اعصامنا يوم كامل قبل السفر.



جانس من الحناج الفلسطيني في المعرض العالمي لتكنولوجيا المعلومات جيتكس دبي ٢٠٠٤.

والم يجمع جزئياً على سؤال عما إذا كانت الشركات الفلسطينية تبيع منتجاتها التي إسرائيل لشقة قال ان الشركات الفلسطينية تحاول الالتزام بقرار صدر العام ١٩٩٤ بمنح الشركات الفلسطينية من استخدام أي برمجيات من إسرائيل بهدف تشجيع صناعة البرمجيات المحلية.

ويواجه العاملون في الشركات الفلسطينية بعض المشكلات لترواح بين عدم استفادتهم النهاب لاعمالهم

دبي ٢٠٠٤. ويؤثر عندما خرج الهامس ابو جولة من رام الله قادماً دبي للمشاركة مع الشركة التي يعمل بها في معرض جيتكس، له يكن معه كل مستحج له الشركات الإسرائيلية بالسفر وهو الآن لا يعد كل سيمتير من العودة التي وطه ام لا.

والهامس هو واحد من ١٥ فلسطينياً يشاركون في معرض جيتكس. لتكنولوجيا المعلومات ضمن اربع شركات تحاول جلب الإستهلاك إليها خلال المعرض بترميمات التي تنتجها سواء في مجال الاعمال او التعليم او مواقع الإنترنت التعليمية او الترفيهية.

ولم تستطع تلك الشركات اخراج الكثير من منتجاتها من رام الله بل انها لم تستطع اخراج مطبوعاتها من الأراضي الفلسطينية وطبعت مطبوعات أخرى في دبي لعدم سماح السلطات الإسرائيلية باخراج تلك المطبوعات وقال الهامس والاسي بطو وجهه - كان من المقصود ان نحضر الى هذا المجال الفلسطيني فلا نجد اي فرد لم يستطع ريمان اما في غزة الخروج من القطاع ولم يتمكن من حضور المعرض رغم ان كل الترتيبات كانت على ما يرام.

ويشهد قطاع تكنولوجيا المعلومات في الأراضي الفلسطينية نموًا اقل نسبيًا من قطاعات اخرى بسبب حاجة الفلسطينيين الى الاعتماد على صناعة لا تحتاج الى دمج اساسية ذات تكلفة مرتفعة بالإضافة الى ان الفلسطينيين يحدون على الإنترنت كخروج لما هم فيه من حصار دائم.

وقال جوني خربون، مدير قسم دعم التجارة بمركز التجارة الفلسطينية من وزير تكنولوجيا المعلومات الفلسطينية صمدي هسيده قوله ان نسبة استخدام الإنترنت بين الفلسطينيين تخطى الـ ٣٧ في المئة وان هناك ١٥ شركة في الأراضي الفلسطينية تعمل في تكنولوجيا المعلومات.

وقال جباري راسموسج، نائب رئيس شركة كسيوتير اوسبيسز لتكنولوجيا المعلومات في مؤتمر صحفي

بدي ان متوسط نسبة استخدام الإنترنت في الشرق الاوسط لا تتعدى ثلاثة في المئة وقال خربون: يعتمد الفلسطينيون الإنترنت حاجة شدة اكثر من كونها رفاهية وذلك الحاجة هي التي تسببت في نجاح شيا القطاع.

واضاف قائلا: نحن نحقق مبيعات محلية وخارجية تبلغ ٥٠٠ مليون دولار. ونتمتع مبيعاتنا في الخارج كلا من الجزائر تونس وسوريا وعمان ودبي.

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السلام الإقتصادي

الأربعاء ٢٨/٩/٢٠٠٥ الموافق ٢٤ تشرين الثاني ١٤٢٦ هـ العدد ٣١٨٢، السنة العاشرة

تقنية المعلومات في فلسطين تكسر حواجز الاحتلال 3 مليارات دولار حجم الاستثمارات و118 مليوناً مبيعات القطاع

كتب علي الصمادي:

ربما يتشابه قطاع تقنية المعلومات في فلسطين مع غيره من قطاعات التقنية في العالم العربي في كثير من القضايا لكنه بلا شك ينفرد بخاصية وجود شبكة الاحتلال الرابض على أرضه منذ أكثر من 57 عاماً عانى فيها الشعب والأرض والاقتصاد وكل مظهر من مظاهر الحياة هناك.



جناب السنين

د. شهير أبو دة

تصوير: خليفة اليوسف - خالد نوفل
محمد هشام - محمود الخطيب - موهان

لكن الأمر ليس كله بذلك اللون الأسود على إطلاله فالاحتلال مثلاً لم يمنع تنامي قطاع تقنية المعلومات بمختلف أشكاله على أرض فلسطين وسط إقبال كبير على تبني التقنيات الحديثة بمختلف أنواعها ومظاهرها كما يغول الدكتور مشهور أبو دة المستشار في وزارة الاتصالات وتكنولوجيا المعلومات الفلسطينية التي تشارك في معرض جيتكس للعام الخامس على التوالي.

ويؤكد الدكتور أبو دة أن نسبة استخدام شبكة المعلومات الدولية، الإنترنت، في تزايد مستمر في مختلف أراضي السلطة الفلسطينية حيث تبلغ نسبة تغطية الإنترنت هناك أكثر من 15 بالمائة وهي نسبة عالية وقد تفوق معدلات الاستخدام في كثير من الدول العربية رغم فارق الظروف المعيشية والحياتية.

ويقول الدكتور أبو دة في حديثه لـ"البيان"، إن المشاركات الخارجية لقطاع تقنية المعلومات في فلسطين أعطته الكثير من المزايا ومنها الإطلاع على خبرات الآخرين والترويج لشكركم من المنتجات الفلسطينية إضافة إلى تعزيز التواصل مع الآخرين وكسر حواجز الاحتلال وسط تنامي حجم الاستثمار في التعليم وانخفاض نسبة الأمية وهي ظروف أوجدت نوعاً من التحدي والمقاومة بالتعليم والتسلح بالتقنية والخبرات الحيوية في عالم اليوم. وأضاف أن السلطة وفي سنبل تعزيز هذا التوجه عملت على تخفيض أسعار خدمات الإنترنت لتصبح قريبة من الأسعار التي تقدمها سلطات الاحتلال وهي تعمل على مراجعة هذه الأسعار باستمرار وتقييم خدماتها

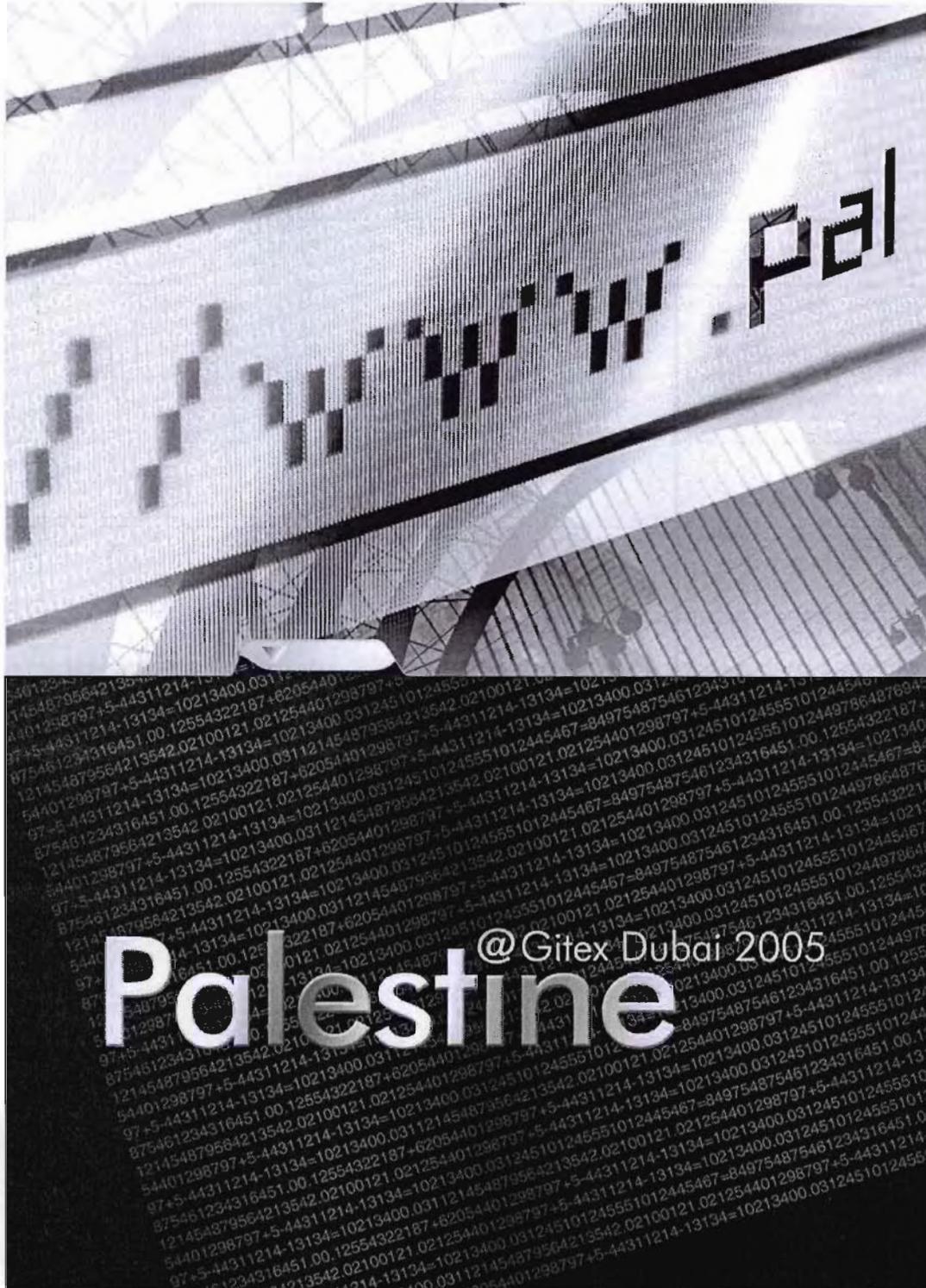
الولايات المتحدة. وحول تواجد الشركات الأجنبية في أراضي السلطة الوطنية الفلسطينية قال الدكتور أبو دة إن الشركات العالمية تعمل عادة من خلال وكلاء مبيعات محليين وهذا يرجع لاعتبارات أمنية رغم إعلان بعضها عزمه افتتاح مكاتب لها هناك. وأضاف أن السلطة وعبر مؤسساتها في القطاع العام والخاص ترتبط بعلاقات تعاونية مع نظيراتها في الأردن في الوقت الذي تسعى فيه للوقود في مختلف المحافل العربية والعالمية مثل معرض جابتكس حيث تشارك في المعرض من خلال جناح يمثل السلطة ويضم أنحاء شركات أنظمة المعلومات الفلسطينية وفي 75 شركة تعمل في هذا القطاع كما عرض «المسبو نيك» بمشاركة أكثر من 36 شركة عالمية تعمل في مختلف أقسام ومجالات تقنية المعلومات. كما إن السلطة وعبر تعاونها مع عدد من الهيئات والمؤسسات الدولية مثل البنك الدولي وبنك التنمية الإسلامي تعمل على تعزيز مبادرة التعليم الإلكتروني بين مختلف شرائح المجتمع.

الفلسطينية، «الزبون» بعداً عن خدمات السلطة من خلال بيع الأجهزة والخدمات الهائلة المتحرك للسكان في أراضي السلطة من خلال وكلاء توزيع محليين وغير قانونيين وبدون أي رسوم للسلطة وهي صاحبة الحق. كما تعمل سلطات الاحتلال أيضاً إلى منع شركة جوال الفلسطينية من تغطية كامل المنطقة المخصصة لها منذرة باعتبارها أمنية في الوقت الذي ما زالت تسيطر فيه على الترددات وتعرض معوقات على استيراد الأجهزة والمعدات الخاصة بتقنية المعلومات إضافة إلى مشاكل الترخيص الأخرى ومعوقات الجمارك التي تتسبب بإتلاف الكثير من الأجهزة وتخریب الشبكات وتدمير أبراج الاتصالات وغيرها من الممارسات. وأكد أن سلطات الاحتلال تحاول أن تتجنب ما يعرف بالاحتلال الكلاسيكي خصوصاً الجانب الاقتصادي منه سعياً منها لبقاء الاقتصاد الفلسطيني ومنه قطاع تقنية المعلومات في ظل التبعية الإسرائيلية، حيث يصل حجم المبيعات الإسرائيلية في الأسواق الفلسطينية إلى 2 مليار دولار وهو أكبر سوق لها بعد

وتسعى الهيئات والمؤسسات الحكومية في السلطة الفلسطينية وشركات القطاع الخاص إلى المشاركة في مختلف المعارض والفعاليات الخارجية الهامة ومنها جابتكس التي تشارك فيه للمرة الخامسة سعياً وراء اكتساب الخبرات والإطلاع على تجارب الآخرين والترويج للمنتج الفلسطيني وإبرازه أمام مختلف المحافل العالمية وبمركز التجارة الفلسطيني جهوداً كبيرة في هذا المجال. وقال إن شركة اتصالات فلسطينية مستقلة عن الاحتلال وخدماتها متنافسة أيضاً ساهم إلى حد كبير في التخلص من ندبة الاحتلال في هذا المجال حيث أصبحت 99 بالمائة من أراضي السلطة الفلسطينية مغطاة بالخدمات الهاتفية حيث يمنح المشترك بالخدمة الهاتفية أسعار تفضيلية مخفضة لخدمة الإنترنت وهي ميزة تحاول السلطة تقديمها لعملائها وسط منافسة وممارسات غير قانونية من الشركات الإسرائيلية التي تسعى للاستئثار بالمعبر

وتطويرها وفق معايير عالمية. وأعلن أن أكثر من 118 مليون دولار مبيعات قطاع التقنية الفلسطيني، و3 مليارات دولار حجم الاستثمارات. ولا ينسى المستشار الإشارة إلى استمرار الجهود العملية لنزويد الخريجات في الجامعات والمعاهد بمختلف العلوم والتقنية وتضييق الفجوة مع الرجال وسط إقبال ملموس استخدام تقنية المعلومات في مختلف الجامعات والمعاهد حيث تشارك السلطة حالياً في الشبكة اليورو المتوسطية التي تستهدف نشر التعليم وتطبيقات التقنية بمختلف أبعادها. ويوضح الدكتور مشهور أبو دة أن السلطة ما زالت تدرس الخطط اللازمة للبدء بمشروع الحكومة الإلكترونية رغم كلفهته الهائلة مادياً وبشرياً لكنه يشير إلى أهمية هذا المشروع وحيويته خصوصاً بالنسبة لأراضي السلطة الفلسطينية حيث الإغلاقات ومنع التجول المتكرر بحول بون انجاز الكثير من الخدمات حتى شهادات الوفاة والميلاد.

Exhibitors Catalogue



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Pictures





Annex 8: Marmommac International Exhibition Supplement Report

يختتم فعالياته اليوم

مشاركة فلسطينية ناجحة في معرض فيرونا الدولي للحجر والرخام



فيرونا الإيطالية، جانب من معرض الحجر والرخام الذي شاركت فيه مستشار لعمارة العاصمة على التوالي

العاملين والمستوردين العرب الذي يعقد في دبي و مشاركة من نقاء الشركة والشراكة الصناعي الأول لتحويل الصناعة اذير من الارض خلال شهر كانون الاول المقبل من جانبه شار محمد شريفة مدير عام الحجار والرخام في فلسطين ان هذا المعرض يشكل ملققي هامات للعاملين في حدم الصناعة في العالم ويساهم في تعريف المنتجين بالخرد ما لوصلت له تكنولوجيا الآلات والمعدات والمواد الوسيطة المستخدمة في الانتاج كما انه يساهم في تعريفه بخبر الابتكارات والتجهيزات في انواع الخشب من الحجر والرخام إضافة الى السنوات واللغات العسبية المتعلقة بتصنوع حجار الصناعة.

ويذكر ان أكثر من 200 زائرا من العاملين في هذه الصناعة في فلسطين قد زاروا المعرض هذا العام للاستفادة من الخبرات والبيروت الرجوة حيد.

الحجر والرخام تلعب دورا هاما في مشاريع البناء في مختلف القطاعات الصناعية وعقد صفقات تجارية مع شركات عمالية و لمه صعبة بدخول قطاع الحجر والرخام الفلسطيني مزيدا من الامور في مختلف أنحاء العالم إضافة لظهور وان المركز يهتبه بالمشاركة السنوية في هذا المعرض للعام الخامس على التوالي للتأكيد على استمرارية تواجدهم في السوق العالمية كما ان مركز مستثمر بالعمل مع مختلف الاحداث الاقتصادية بهدف دخول مزيد من الاموال لعدد مختلف القطاعات وذلك لدعم صنع في فلسطين.

وقال نفاخر ان المركز يعمل على تسهيل عدد من التسهيلات خلال الفترة القادمة بدعم من البنية الاملاسي الشخصية وحتة صلبون الأخص من بيننا العمل على تطويره بعدة كجارية التي أولئك الذين في شهر تشرين الثاني المقبل إضافة الى مشاركة في لقاء

فيرونا - إيطاليا يختتم معرض فيرونا الدولي للحجر والرخام فعالياته اليوم بمشاركة أكثر من 100 شركة حارسة، والتي مشاركة للمعنيين هذا العام في المعرض للمرة الخامسة على التوالي بتلقيه كل من الحجار والرخام ومركز التجارة الفلسطيني بال شريد ودعم من الوكالة الأمريكية للتجارية الدولية (USAID).

هذا وقد زار الجناح الفلسطيني بالمعرض خلال الايام الثلاثة الاخر عدد كبير من الزوار والقيمين بقطاع الحجر والرخام الفلسطيني، كما قد عقد العديد من اللقاءات مع رجال الأعمال بهدف عقد صفقات مع الشركات الفلسطينية المشاركة هذا العام حيث سأل فلسطينيين من شركات اربع منها ضمن جناح واحد.

والتزمسي نفاخر مدير عام مركز التجارة الفلسطينية. وقال شريد ان المشاركة الفلسطينية حتى العام بالتهرون مع فهد

فلسطين تشارك في معرض فيرونّا الإيطالي للحجر والرخام

بيت لحم - وفا - تشارك فلسطين في معرض فيرونّا العالمي للحجر والرخام وماكيناته ومعدات، المقرر انقضاءه غداً في إيطاليا. وأشار المهندس محمد شريعة، مدير اتحاد الحجر والرخام في فلسطين، في حديث خاص لـ «وفا» اليوم، إلى أن مشاركتنا في المعرض، تأتي للعام الخامس على التوالي، حيث يتنظم الاتحاد مع المركز التجاري للفلسطينيين «بال تريد» هذه المشاركة. وأوضح شريعة، أن ست شركات ستعمل فلسطين في المعرض، وأن المساحة الأرضية المحجوزة لها وصلت إلى 250 متراً، والشركات هي: شركة نصار للاستثمارات، وشركة الحلايقة للرخام، وسهيل الحناح، والأراضي المقدسة، وبربار، وشركة هولي لاند من الخليل. وأكد شريعة، أن المشاركة في هذا المعرض عبارة عن تاشيرة دخول للسوق العالمية في مجال الحجر والرخام، مشيراً إلى أن الشركات الفلسطينية التي شاركت سابقاً حققت العديد من الإنجازات والصفقات على المستوى الدولي تحديداً في دول شرق آسيا وأمريكا. ولفت شريعة إلى أن المعرض يشكّل فرصة لزيارة المتعرف على التكنولوجيات المستخدمة في هذا المجال، وكذلك الطرق الجديدة والإنتاج والمعدات ذات الاستخدام الخاص، إضافة إلى آخر ما توصلت إليه الصناعة في مجال المواد الوسيطة والمساعد في عمليات الإنتاج داخل المصانع. ونوه شريعة إلى أنه على هامش المعرض، ستقام مجموعة من الندوات والمحاضرات العلمية المتعلقة بهذه الصناعة، والتي كان لفلسطين في الأعوام السابقة حظوة المشاركة فيها. وذكر، أن أكثر من 70 زائراً فلسطينياً يعملون في هذه الصناعة، سيترؤون المعرض في هذا العام، والذي يقام للعام 2010 على التوالي، وهو يعتبر الأكبر والأهم في هذه الصناعة في هذا العالم.

بيت لحم - وفا - تشارك فلسطين في معرض فيرونّا العالمي للحجر والرخام وماكيناته ومعدات، المقرر انقضاءه غداً في إيطاليا. وأشار المهندس محمد شريعة، مدير اتحاد الحجر والرخام إلى أن المشاركة في المعرض، تأتي للعام الخامس على التوالي، حيث يتنظم الاتحاد مع المركز التجاري للفلسطينيين «بال تريد» هذه المشاركة. وأوضح شريعة، أن ست شركات ستعمل فلسطين في المعرض، وأن المساحة الأرضية المحجوزة لها وصلت إلى 250 متراً والشركات هي: شركة نصار للاستثمارات، وشركة الحلايقة للرخام، وسهيل الحناح، والأراضي المقدسة، وبربار، وشركة هولي لاند من الخليل. وأكد شريعة، أن المشاركة في المعرض عبارة عن تاشيرة دخول للسوق العالمية في مجال الحجر والرخام، مشيراً إلى أن الشركات الفلسطينية التي شاركت سابقاً حققت العديد من الإنجازات

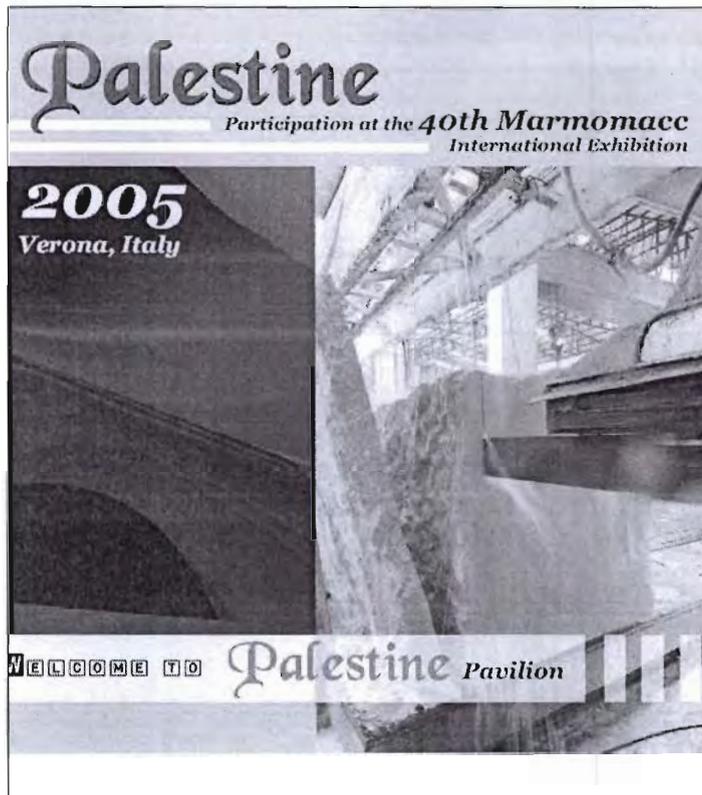
فلسطين تشارك في معرض فيرونّا الإيطالي للحجر والرخام

بيت لحم - وفا - تشارك فلسطين في معرض فيرونّا العالمي للحجر والرخام وماكيناته ومعدات، المقرر افتتاحه غداً في إيطاليا. وأشار المهندس محمد شريعة، مدير اتحاد الحجر والرخام في فلسطين، في حديث خاص لـ «وفا» اليوم، إلى أن مشاركتنا في المعرض، تأتي للعام الخامس على التوالي، حيث يتنظم الاتحاد مع المركز التجاري للفلسطينيين «بال تريد» هذه المشاركة. وأوضح شريعة، أن ست شركات ستعمل فلسطين في المعرض، وأن المساحة الأرضية المحجوزة لها وصلت إلى 250 متراً، والشركات هي: شركة نصار للاستثمارات، وشركة الحلايقة للرخام، وسهيل الحناح، والأراضي المقدسة، وبربار، وشركة هولي لاند من الخليل. وأكد شريعة، أن المشاركة في هذا المعرض عبارة عن تاشيرة دخول للسوق العالمية في مجال الحجر والرخام، مشيراً إلى أن الشركات الفلسطينية التي شاركت سابقاً حققت العديد من الإنجازات والصفقات على المستوى الدولي تحديداً في دول شرق آسيا وأمريكا. ولفت شريعة إلى أن المعرض يشكّل فرصة لزيارة المتعرف على التكنولوجيات المستخدمة في هذا المجال، وكذلك الطرق الجديدة والإنتاج والمعدات ذات الاستخدام الخاص، إضافة إلى آخر ما توصلت إليه الصناعة في مجال المواد الوسيطة والمساعد في عمليات الإنتاج داخل المصانع. ونوه شريعة إلى أنه على هامش المعرض، ستقام مجموعة من الندوات والمحاضرات العلمية المتعلقة بهذه الصناعة، والتي كان لفلسطين في الأعوام السابقة حظوة المشاركة فيها. وذكر، أن أكثر من 70 زائراً فلسطينياً يعملون في هذه الصناعة، سيترؤون المعرض في هذا العام، والذي يقام للعام 2010 على التوالي، وهو يعتبر الأكبر والأهم في هذه الصناعة في هذا العالم.

فلسطين تشارك في معرض فيرونا، الإيطالي العالمي للحجر والرخام

بيت لحم - وفا - تضرعت فلسطين في معرض فيرونا، العالمي للحجر والرخام ومكيشله ومعداته، القبر افتتاحه بودا الخميس القادم في إيطاليا، وأشر للمهندس محمد شريعة مدير اتحاد حجر والرخام في فلسطين، في حديثه خاصاً، وفاء، اعرض إلى ان شاركنا في المعرض تأتي للعام الخامس على التوالي، حيث يتفحص الاتحاد مع الفرق التجارية الفلسطينية، بل تريد هذه المشاركة، وأوضح شريعة، أن من شركات تتمثل فلسطين في المعرض، ومن للساحة الأرضية المحجوزة لها وصلت إلى ٢٥٠ متراً، والشركات هي شركة نصر للامتنهات، شركة الحلايقة للرخام، سيميل صاحب الأراضي المقدسة وبيزا، وشركة هوتي لاند من الخليل، وأكد شريعة، ان المشاركة في هذا المعرض عبارة عن لتأثيره دخول السوق العالمية في مجال الحجر والرخام، مشيراً إلى ان الشركات الفلسطينية التي ساركت سابقاً حققت العديد من الإنجازات والمصنعات على مستوى الدولي لحديداً في دول شرق آسيا وأمريكا، وأضاف شريعة ان المعرض يشكل فرصة لتأثيره التعرف على التكنولوجيات المستخدمة في هذا المجال، وكذلك الصنوق الجديدة والإنتاج والعدات ذات الاستخدام الخاص إضافة إلى آخر ما توصلت إليه الصناعة في مجال المواد الوسيطة والمساعد في عمليات الإنتاج داخل القطاع، ولود شريعة إلى أنه على هامش المعرض ستقام مجموعة من الندوات والمحاضرات العلمية المتخصصة بهذا الصناعة، والتي كان فلسطين في الأعوام السابقة حظوة للمشاركة فيها، ويذكر، أن أكثر من ٧٠ زائراً فلسطينياً يعملون في هذه الصناعة سيوزون المعرض في هذا العام، والتي يقام للعام ٤٠، على التوالي، وهو يعتبر الأكبر والأهم في هذه الصناعة في هذا العام.

Exhibitors Catalogue



Palestine

Participation at the 40th Marmomacc
International Exhibition

2005
Verona, Italy

WELCOME TO **Palestine** Pavilion



PALTRADE
PALESTINIAN TRADE CENTER

PalTrade's purpose is to lead the development of Palestinian trade as a driving force for sustainable national economic growth. As the National Trade Development Organization (NTDO) and with a membership of more than 190 Palestinian leading businesses, PalTrade advocates a competitive, enabling business environment and is dedicated to improving trade competitiveness through trade promotion and capacity building. PalTrade's operation and services are guided by sector based strategies for trade development supported by assessment of cross-sectoral opportunities and impediments. These strategies are deployed through a range of services and activities aimed at vitalizing sectors to export to target markets.

PalTrade's Mission is to Develop Trade Through:

1. Advocating a competitive, business enabling environment
2. Improving trade competitiveness through trade promotion and capacity building
3. Fostering international business practices and standards among professionals, firms and business organizations
4. Providing trade-enabling

Lo scopo di Paltrade è di dirigere lo sviluppo commerciale Palestinese per spingere una crescita 'sostenibile' dell'economia nazionale. L'organizzazione per lo sviluppo commerciale nazionale (NTDO) che comprende più di 190 principali membri del settore commerciale Palestinese, sostiene un ambiente concorrenziale e si dedica a migliorare la concorrenza commerciale tramite promozione e della capacità' produttiva. Operazioni ed i servizi di Paltrade sono guidati dalle strategie mirate per lo sviluppo del commercio e vengono sostenuti e valutati dalle opportunità settoriale, sempre co lo scopo di promuovere una strategia di rivitalizzazione del settori per l'esportazione ai mercati destinati.

La missione di Paltrade è di promuovere il commercio attar verso:

1. Incoraggiare un ambito d'economia competitiva e concorrenziale.
2. Migliorare la concorrenza economia tramite la promozione del commercio e lo sviluppo delle capacità produttiva.
3. Incoraggiare i rapporti commerciali internazionali e promuovere i livelli di qualità fra professionisti, ditte e associazioni commerciali.
4. Fornire capacità commerciale.

Ramallah (Headquarters) **Gaza Office** **Amman Office**

Info@paltrade.org www.paltrade.org Tel. +970 2 297 2963 Fax. +970 2 297 2971

USM at a Glance



Established in 1996, the Union of Stone and Marble Industry in Palestine (USM) is an independent, non-governmental and non-profit membership-based organization dedicated to promoting the goals and protecting the needs of Palestinian stone and marble producers.

The Union of Stone and Marble Industry in Palestine (USM) has been the leading representative of the industry members since its establishment in 1996. The headquarters of USM is located in Bethlehem, and it maintains branches in Hebron, Ramallah, Nablus and Jenin. Together, these offices offer integrated services for learning, development and information related to the stone and marble industry. USM has recently transferred its headquarters in Bethlehem to a new owned office of an area about 400 square meters.

USM - Informazione



Fondata nel 1996, il sindacato delle industrie in pietra e marmo (USM) è un'indipendente non governativa associazione che dedica le sue attività alla promozione dei suoi obiettivi e necessità del settore palestinese per la produzione della pietra e il marmo.

Il sindacato delle industrie in pietra e marmo (USM) è stato sempre il principale rappresentante delle industrie nel settore dal 1996. La sede si trova a Betlemme ma ha uffici nelle città di Ramallah, Hebron, Nablus e Jenin. Insieme gli uffici offrono un servizio integrale per l'acquisto e lo sviluppo di ogni informazione relativa alla produzione della pietra e il marmo. USM ha recentemente trasferito la sua sede al suo nuovo locale che si estende in una area di 400 metri quadrati.

Bethlehem
(Headquarters)

info@usm-pal.org

www.usm-pal.org

Tel: 970-2-277-6300/1

Fax: 970-2-277-1302

Sector Profile



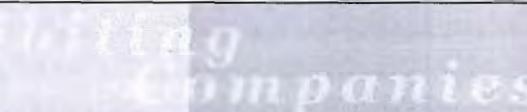
- There are over 280 quarries and 600 factories in Palestine
- The industry employs more than 15,000 workers
- The annual production capability of finished stone & marble is 30 million square meters.
- The annual sales is estimated to be around \$450 million.
- Contribution to Gross National Product (GNP) is 4%
- Contribution to the Gross Domestic Product (GDP) is 5%
- Production Value: Palestinian stone & marble production comprises around 1.8% of world production.
- Strategic partnerships between Palestinian manufacturers and foreign partners exist in local, regional and international markets.

Notizie/fatti del settore dell'industria della pietra e il marmo:

- ci sono più di 280 cave di pietra e 600 ditte in palestina. - il settore offre la vora a 15.000 operai.
- la capacità annuale di produzione in pietra e marmo Utilizza 30 milioni di metri quadrati in pietra.
- le vendite vengono stimate a 450 milioni di dollari All'anno.
- 4% è il contributo per il gnp.
- 5% è il contributo per il gdp.
- valore di produzione: il settore palestinese delle Industrie in pietra e marmo comprende circa 2% della produzione mondiale.
- associazioni strutturali esistono fra i produttori Palestinesi e loro soci stranieri nel mercato locale, regionale e quello internazionale.



	
Burbar Jerusalem for Stone & Marble	Burbar Gerusalemme per la pietra e il marmo
<p>Contact Person: Sulem Burbar</p> <p>Tel.: +970 2 2810606 Mobile: +970 59232872</p> <p>E-Mail: info@burbarstone.com Website: www.burbarstone.com</p> <p>Products: Brazil Stone & Marble</p> <p>Profile: <i>Burbar Jerusalem for Stone & Marble produce stone and marble from its quarry in Birzeit, Palestine, which is located around 20 mile to the north of Jerusalem. It offers different colors and various finishes. Most of them like honed & polished which are produced by the state of art production lines. However some other finishes are hand made like antique and sand....etc.</i></p>	<p>Persona da Contattare: Sulem Burbar</p> <p>Telefono: +970 2 2810606 Cellulare: +970 59232872</p> <p>E-Mail: info@burbarstone.com Sito Internet: www.burbarstone.com</p> <p>Prodotti: pietra e marmo di Brazil</p> <p>Profilo della Ditta: <i>Burbar Gerusalemme per pietra e marmo produce usando materie prima delle sue cave o torrefici in Palestina che sono situate ad circa 20 km da Gerusalemme. Offriamo una vasta scelta di colori e finiture. La maggior parte sono offerti in modo lucido e satinato. Invece alcune finiture sono fatte a mano come l'antico e la sabbia....etc.</i></p>
	
H L Jerusalem Stone Co.	H L Jerusalem Stone Co.
<p>Contact person: Fahed Ghath</p> <p>Address: Hebron - West Bank - Palestine P.O. Box 863</p> <p>Tel: +970 2 2204403 Fax: +970 2 2253133 Mobile: +970 599 373663</p> <p>E-mail: info@palsstone.com Website: www.palsstone.com OR www.hl-jerusalem.co.uk</p> <p>Products: Processor and producer of high quality stone that come in various sizes and shapes. Products include blocks, slabs, tiles, columns, and exterior wall coverings.</p> <p>Profile: <i>The company receives the traditions of stone production in the modern world. Today, we are proud to be one of leading stone companies working in Jerusalem. We welcome new customers' business and look forward to establishing long term relationships with them.</i></p>	<p>Persona da contattare: Fahed Ghath</p> <p>Indirizzo: Hebron - Cisgiordania - Palestina P.O.Box 863</p> <p>Telefono: +970 2 2204403 Fax: +970 2 2253133 Cellulare: +970 599 373663</p> <p>E-mail: info@palsstone.com Sito Internet: www.palsstone.com OR www.hl-jerusalem.co.uk</p> <p>Prodotti: Trattamento e produzione di pietra di alta qualità che viene in vari forme e misure prodotti includono blocchi, lastre, tegole, pilastri e colonni.</p> <p>Profilo della Ditta: <i>La ditta fa rivivere anche tradizioni di produzione delle pietre in un mondo moderno. Oggi siamo orgogliosi di essere uno dei primi di ditta per la produzione e la lavorazione delle pietre di Gerusalemme. Accogliamo nuovi clienti e ci aspettiamo di stabilire relazioni a lungo termine con loro.</i></p>

	
Holy Mosaic Stone Co.	Holy Mosaic Stone Co.
<p>Contact Person: Nami Thalji</p> <p>Address: Chikira Village St., P.O. BOX 855 Bethlehem, Palestine</p> <p>Tel: +970 2 2742812 Fax: +970 2 2770062 Mobile: +970 59253908 / +970 59232125</p> <p>E-Mail: sales@holy-mosaicstone.com Website: http://www.holy-mosaicstone.com</p> <p>Products: Mosaic Stone, Marble</p> <p>Profile: <i>The company was established in Bethlehem in 2004, and has become one of the leading companies in mosaic stone, marble, soap basin, stone basin, etc. in Palestine. The company produces original natural stone from the holy land. Our products come in different colors and extracted from only best quality stones. We custom design according to the standard and clients' preferences and always open to innovative ideas. We continuously seek partnerships to achieve mutual business benefits.</i></p>	<p>Persona da Contattare: Sami Thalji</p> <p>Indirizzo: via Chikira Village P.O.Box 855 Betlemme - Palestina</p> <p>Telefono: +970 2 2742812 Fax: +970 2 2770062 Cellulare: +970 59253908 OR +970 59232125</p> <p>E-mail: sales@holy-mosaicstone.com Sito Internet: http://www.holy-mosaicstone.com</p> <p>Prodotti: Pietra mosaico e marmo</p> <p>Profilo della Ditta: <i>La ditta è stata fondata a Betlemme nel 2004 e divenne una delle principali ditta che producono pietra mosaico, marmo, e altri diversi pietre naturali come fontane, lavabi, etc. I nostri prodotti vengono in vari colori e estratti dalle pietre migliori. Le misure e i disegni sono personalizzati e sempre di buona qualità. Siamo aperti a nuove idee. Cerchiamo continuamente partnership per ottenere vantaggi commerciali mutui.</i></p>
	
Suhail & Saheb For Marble & Stones Co.	Suhail & Saheb For Marble & Stones Co.
<p>Contact person: Talal Saheb Suarez</p> <p>Address: Jerusalem, Hebron street Bethlehem, Palestine</p> <p>Tel: +970 2 2744 933 Fax: +970 2 274 933 Mobile: +970 599 674 335</p> <p>E-mail: info@smarble.com Website: www.smarble.com</p> <p>Products: Jerusalem in Gold Stone and Marble</p> <p>Profile: <i>Throughout a process of development and progress, we managed to create the most modern lines of production in our factories. In order to be able to offer the best quality of products, to achieve competitiveness in the local and international markets. Accuracy and beauty are the constant features of our products.</i></p>	<p>Persona da contattare: Talal Saheb Suarez</p> <p>Indirizzo: via Hebron - Gerusalemme, Betlemme, Palestina</p> <p>Telefono: +970 2 274 933 Fax: +970 2 274 933 Cellulare: +970 599 674 335</p> <p>E-mail: info@smarble.com Sito Internet: www.smarble.com</p> <p>Prodotti: pietra e marmo di Gerusalemme</p> <p>Profilo della Ditta: <i>durante 25 anni di sviluppo e progresso, noi abbiamo potuto creare i più moderni metodi di produzione nelle nostre ditte con la scopo di poter offrire il migliore di qualità per offrirvi un'esperienza facile e un servizio di alta qualità.</i></p> <p>Preziosità e bellezza sono i tratti caratteristici dei nostri prodotti.</p>

Pictures



Annex 10: Maximizing Trade Fair Benefits



"MAXIMIZING TRADE FAIR BENEFITS"



RAMALLAH
Sep. 28- 29, 2005

Funded By:



Background:

During 2003-2005 PalTrade's Trade Promotion Department has organized participation in more than 41 specialized international & National trade fairs for the benefit of more than 800 Palestinian enterprises represented by app. 750 company staff members.

Through their direct interaction during the various stages of planning, organizing, monitoring and evaluating these activities, PalTrade's Trade Promotion Department staff has directly identified a serious weakness in more than 90% of the 800 enterprises' with respect to their capacity in managing required tasks so as to truly maximize benefits from such a significant tool of the marketing mix.

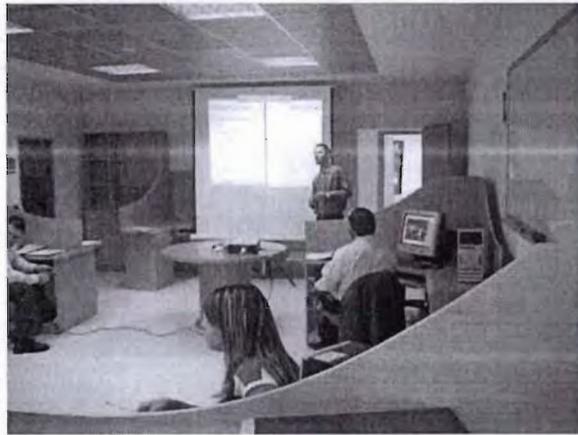
Accordingly and given the identified need, PalTrade has organized for a Two-days training program under the title of "Maximizing Trade Fair Benefits ". The training took place between 28/9/2005 - 29/9/2005 at the Palestine Information and Communications Technology Incubator (PCTI) in Ramallah. The training program was funded by the USAID and the Islamic Development Bank.

Training Goals:

To enhance companies capacities in maximizing the benefits from participating in trade exhibitions. Through the following learning objectives achieved:

1. Setting exhibition goals
2. Target best prospects
3. Plan pre-show promotions
4. Staff booth and train personnel
5. Follow-up, feedback and analyze Return on Investment

Detailed workshop agenda is in annex 1.

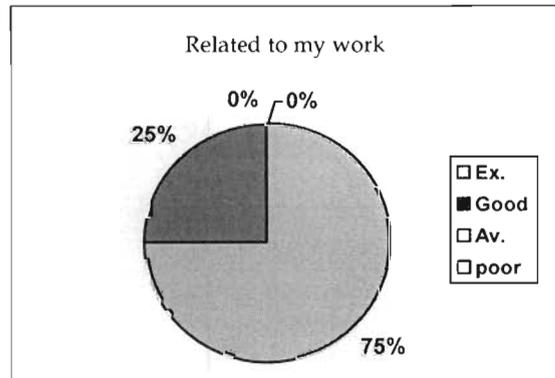
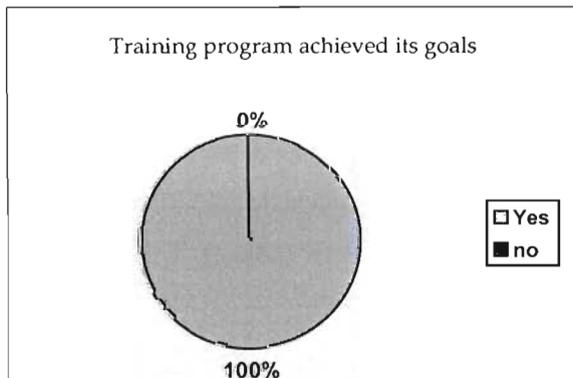


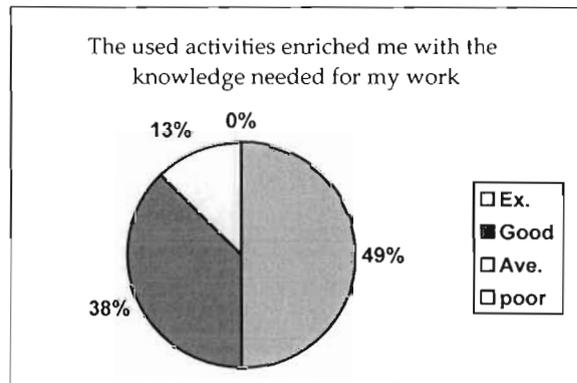
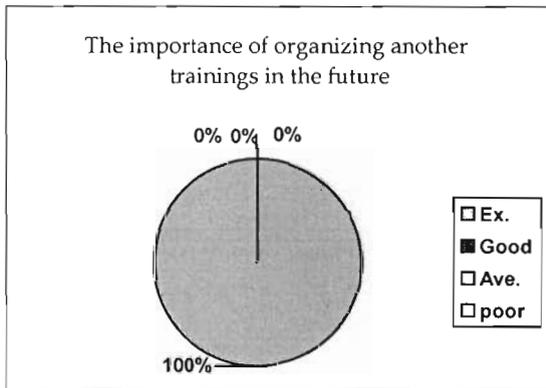
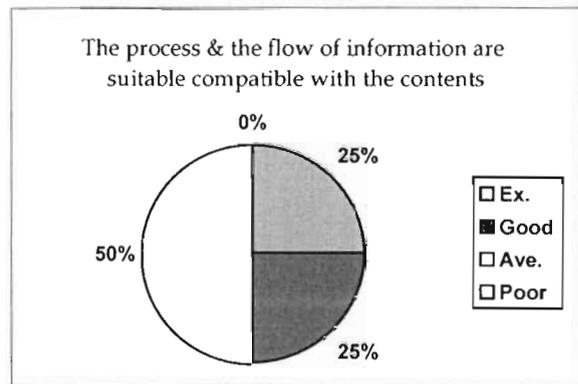
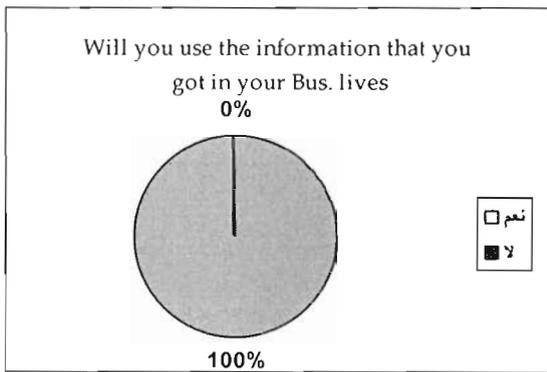
Achievement of key Performance indicators planned:

- Where the subject of the training course is proposed for the first time and due to the fact that the targeted Palestinian companies was in Ramallah the number of the participants reached 8 only .
- 80% of the participants agreed that they gained the experience on the exhibition organization.
- After the closing of the training course, each trainee achieved a project document for an exhibition that has close relation with his work in the aspects of budget, work plan, intensive information about the exhibition and selection of location and suites design in exhibition.

Achievement of key impact indicators planned:

- 80% of the trainees were from the targeted groups (General Manager & Marketing Managers or employees).
- As per evaluation forms filled out after the completion of the second day, the following were the main evaluation outcomes:





- With the closure of the training the participants received certificates in addition to a CD that includes the training material and the exercises.

The participants in the training program:

The program's main target group is the General Manager & Marketing Managers or employees. 8 participants from Ramallah registered to participate in the training.

Recommendations:

1. To contact the participants after the training course to make sure that they received the needed information.
2. The participants recommended extending the training period since the training material and the exercises need more time.

Training Agenda
"Maximizing Trade Fair Benefits"
28-29/9/2005

Day One

10:00-10:15	Introduction
10:15-11:45	Step One "Trade fair Aims"
11:45-12:00	Breaks
12:00- 1:00	Step Two "Selection & decision criteria"
1:00-2:00	Lunch break
2:00-3:00	Step three "Organization & planning"
3:15-3:30	Breaks
3:30-5:00	Con. Step three

Day Two

10:00-10:15	Step four "Trade fair stand"
10:15-11:45	Step five" Advertising & public relations"
11:45-12:00	Breaks
12:00- 1:00	Step six "Operating the stand"
1:00-2:00	Lunch break
2:00-3:00	Step seven "Evaluation & Follow-up"
3:15-3:30	Breaks
3:30-4:00	Participants' Evaluation to the program

GOOD LUCK ☺

Algeria to exempt Palestinian products from customs

Twenty-eight Palestinian companies participate in
Algiers Int. Exhibition

Ramallah, Palestine. As part of its commitment to promote the Palestinian private sector to foreign markets, Paltrade has organized and directed the participation of twenty-eight Palestinian companies at the Algiers Int. Exhibition, held between June 2nd till June 10th, 2005.

The Algerian president, **Abdulaziz Boutaflika**, was on top of the Algerian delegation which visited the Palestinian pavilion. The delegation was given an overview of the participants and their ability to supply the Algerian markets with products that are highly competitive in terms of cost and quality.

Several Arabic and international figures, including ambassadors from Qatar, Yemen and Sudan and the American consul have also visited the Palestinian pavilion.

This participation, which is funded by the Islamic Development Bank and the United States Agency for International Development, took place in light of the decision by the Algerian government to exempt Palestinian goods from customs tariffs, in accordance with the decision taken by the Arab Summit in the year 2000. This decision will allow Palestinian exporters to get their products into the Algerian market at 12-30% less cost than nonexempt countries, giving them a significant competitive advantage over international substitutes.

In addition to exempting Palestinian goods from customs tariffs, the Algerian and Palestinian governments will sign a letter of mutual understanding in which Algeria commits to adopt the Palestinian Quality and Standards certification, which will make all Palestinian products complying with this certification illegible to immediately sell in the Algerian markets.

The Palestinian Ministry of National Economy has also reiterated its willingness to open a Trade center for Palestine in Algeria. The Center, with an approximate area of 170 square meters will be open in a major trade location in the Algerian capital.

A ceremony aimed at introducing the Palestinian participants to key visitors, and that was opened by Mr. Mazen Sinokrot, the Palestinian minister of national economy, and the Palestinian ambassador in Algeria was also organized by Paltrade on Sunday, June 5th 2005. The participants included managers from the different pavilions in addition to a large number of business men.



PALTRADE
PALESTINE TRADE CENTER

EVENT REPORT

**PALESTINIAN STONE & MARBLE
PARTICIPATION IN THE 40TH MARMOMACC**

VERONA - ITALY

SEPTEMBER 29TH - OCTOBER 2ND, 2005

Report Prepared by:
Trade Development Department
Palestine Trade Center – PalTrade



Palestine in the 40th Marmomacc – Verona 29/9 – 2/10/2005

For the fifth consecutive year, Paltrade led the Palestinian in Marmomacc 05¹ which was held in Verona, Italy. The participation comes as an implementation of PalTrade's strategy to increase the Palestinian exports of the stone and marble sector. **The activity was generously funded by the USAID.** The activity was jointly

Background

PalTrade's Purpose is to lead the development of Palestinian trade as a driving force for sustainable national economic growth. As the National Trade Development Organization and a membership of more than 190 Palestinian leading businesses, PalTrade advocates a competitive, enabling business environment and is dedicated to improving trade competitiveness through trade promotion and capacity building.

PalTrade's operation and services are guided by sector-based strategies for trade development supported by assessment of cross-sectoral opportunities and impediments. These strategies are deployed through a range of services and activities aimed at vitalizing sectors to export to target markets.

PalTrade's Mission is to Develop Trade Through:

- Advocating a competitive, business enabling environment.
- Improving trade competitiveness through trade promotion and capacity building
- Fostering international business practices and standards among professionals, firms and business organizations.
- Providing trade-enabling knowledge.

As part of its national role, Paltrade has developed strategies for the various sectors of the Palestinian economy. These strategies aim to devise development and ultimately increase exports. Strategies share the same objectives but tactics are customized according to the needs of each sector. Participation in the Marmomacc Fair is viewed as a major event to enhance sales of the Palestinian stone and marble sector.

Stone and Marble

The total worldwide stone output in 2003 was estimated at about 75 million tons. In the last ten years, world consumption of stone has almost doubled, going from 436 million square meters in 1993 to 818 million square meters in 2003. At the growth rate already gained over the past ten years, it is most probable that production will reach 450 million tons million and consumption 5 billion square meters.

Palestinian stone production capacity is notable considering the small size of the Palestinian territories. According to the industry association, the Union of Stone and Marble (USM), the annual Palestinian production of stone and marble is currently around 10 million square meters, while prior to Al Aqsa Intifada local production was double this figure. Industry experts estimate potential annual sales at around \$400 million, but according to the Palestinian Union of Stone & Marble Industry (USM) the turnover could

¹ Refer to the attached brochure of participants.

reach as high as 600 million dollars. These figures suggest that the Palestinian stone and marble industry is significant not only by local standards, but also globally.

The Event

For the fifth consecutive year, Paltrade led the Palestinian participation in Marmomacc which was held in Verona, Italy. This participation comes as an implementation of PalTrade's strategy to increase exports of the sector and to promote doing business with Palestine.

Marmomacc is the **major international show** dedicated to companies working in the natural stone sector. Celebrating its 40th edition, the International Natural Stone and Technology Exhibition was once again the leading international event in the natural stone sector and the **essential appointment** for all producers, operators and decision makers seeking success in an increasingly specialist and competitive context.

A **major showcase** highlighting the best production traditions and innovation on a national and international scale, international projects, with many initiatives promoting the special features and wealth of natural stone and the expressive potential of stone materials in **architecture and design**.

The **success** of Marmomacc with national and international operators is even more evident from analysis of the results of the last edition:

- 1,428 exhibitors (600 international from 48 countries)
- Net area of 63,202 sq.m.
- More than 61,774
- specialist sector visitors (22,251 international from 117 countries),
- 252 accredited journalists from 24 countries,
- 30 international delegations and thousands of designers, including more than one hundred selected and invited directly by VeronaFiere.

Participation:

Four leading Palestinian stone and marble producers participated in the fair. A total area of 72 square meters was rented for the show. Four booths made the Palestinian wing which was located in hall 9 stand 12. A total of 11 representatives of these companies presented their companies. two Italian translators helped out in the effort of presentation, translation, and promotion.

The four participating companies were:

- Suhail & Saheb
- Holy Mosaic Stone co.
- Burbar Jerusalem
- HL Jerusalem

Also, a Palestinian delegation escorted the exhibitors. The delegation consisted of 21 Palestinian producers who highly benefited from the experience.

The trip lasted from 25/9 to 4/10. In these nine days, the Palestinian exhibitors explored the participating companies' booths. They investigated new machinery for stone quarry and processing. Looked into finishing techniques and enjoyed watching the latest trends in final stone products.

Moreover, the major achievement of the trip was the contact of the Palestinian companies with the interested potential customers. Of course, once more, the demanded colours of the Palestinian stone glared in the fair.

The following activities were supported by PalTrade in the fair:

- Receive of show material and stands in Verona.
- Construction of the four booths.
- Arrangement of show material and furniture.
- Directing members of the delegation to important companies' booths.
- Explaining, translating, and communicating Palestinian producers' interests with exhibiting companies.
- Providing technical and commercial advice.
- Illustrating the implementing of certain finishing techniques.
- Providing support for interested buyers in negotiations.
- The LITOS magazine was approached and proper introductions were made.
- Dismantling of show stands and booths.

Achievements:

- Arrangements with a finishing material company were made for the company to support the transfer of the know how to the Palestinian sector. More details of the arrangements were to be clarified during the coming weeks.
- Holy Mosaics co sold all of its showing products.
- More than 500 visitors stoooped at the Palestinian booth.
- The Palestinian booth was visited by more than 30 potential customers.
- The representative of a major Stone Producer, found the machinery that perfumes certain types of finish.
- The companies were introduced to a process called "filling", which reduces waste because of surface default by more than 90%.

Conclusion:

The future and technological innovation came together at Marmomacc: the exhibition has always kept pace with the changing requirements and expectations of the market to become the vital landmark for understanding the evolution of the natural stone sector - one of the fields driving the world economy.

The 40th edition of Marmomacc, scheduled in Verona 29 September - 2 October 2005, was more than ready to improve the successful results achieved in previous editions.

Once again in 2005, the major focus was on companies with specialist operators through the organization of theme-based **cultural shows, experimental workshops and conventions** of international status intended to catalyze the attention of the sector in all its facets, promote "**stone culture**" and encourage debates between architects, designers and companies in the sector to promote products and technologies in this field.

The 40th Marmomacc also hosted the 9th edition of the "**International Stone Architecture Awards**", a biennial event organized by Verona Fiere that is by now one of the most important and prestigious events dedicated to design.

In future participation, the following should be noted:

- The location of the booth should be chosen to be in halls closer to the entrance..
- Booth construction should be more elegant. Stylist design should be implemented.
- More effective ways of promoting Palestine should be used. Like bigger signs, national food, ...

The participating companies learned in few days the worth of years. And benefits were tremendous. Most of the companies will benefit from the contacts they made, especially in marketing.



Palestine in the 40th Marmomacc – Verona 29/9 – 2/10/2005



Palestine in the 40th Marmomacc – Verona 29/9 – 2/10/2005



Palestine in the 40th Marmomacc – Verona 29/9 – 2/10/2005

Palestine

Participation at the **40th Marmomacc**
International Exhibition

2005
Verona, Italy



WELCOME TO **Palestine** Pavilion

Palestine in the 40th Marmomacc – Verona 29/9 – 2/10/2005

BEST AVAILABLE COPY



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- 4. Fornire capacità commerciale.*

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USM - Informazione



Fondata nel 1996, il sindacato delle industrie in pietra e marmo (USM) è un'associazione indipendente non governativa che dedica le sue attività alla promozione dei suoi obiettivi e necessità del settore palestinese per la produzione della pietra e il marmo.

Il sindacato delle industrie in pietra e marmo (USM) è stato sempre il principale rappresentante delle industrie nel settore dal 1996. La sede si trova a Betlemme ma ha uffici nelle città di Ramallah, Ebron, Nablus e Jenin. Insieme gli uffici offrono un servizio integrale per l'acquisto e lo sviluppo di ogni informazione relativa alla produzione della pietra e il marmo. USM ha recentemente trasferito la sua sede al suo nuovo locale che si estende in una area di 400 metri quadrati.

**Bethlehem
(Headquarters)**

info@usm-pal.org

www.usm-pal.org

Tel: 970-2-277-6393/4

Fax: 970-2-274-1502



Sector Profile

- There are over 280 quarries and 600 factories in Palestine
- The industry employs more than 15,000 workers
- The annual production capability of finished stone & marble is 30 million square meters.
- The annual sales is estimated to be around \$450 million.
- Contribution to Gross National Product (GNP) is 4%
- Contribution to the Gross Domestic Product (GDP) is 5%
- Production Value: Palestinian stone & marble production comprises around 1.8% of world production.
- Strategic partnerships between Palestinian manufacturers and foreign partners exist in local, regional and international markets.



Notizie/fatti del settore dell'industria della pietra e il marmo:



- ci sono piu' di 280 cave di pietra e 600 ditte in palestina. - il settore offre la voro a 15.000 operai.
- la capacita' annuale di produzione in pietra e marmo Utilizza 30 milioni di metri quadrati in pietra.
- le vendite vengono estimate a 450 milioni di dollari All'anno.
- 4% e' il contributo per il gnp.
- 5% e' il contributo per il gdp.
- valore di produzione: il settore palestinese delle Industrie in pietra e marmo comprende circa 2% della produzione mondiale.
- associazioni stra tegiche esistono fra i prenditori Palestinesi e loro soci stranieri nel merca to locale, regionale e quello internazionale.



USAID
FROM THE AMERICAN PEOPLE

g ompanies

Holy Mosaic Stone Co.

Contact Person: Sami Thaljfeh
 Address: Children Village St. / P.O. BOX 885 Bethlehem, Palestine
 Tel.: +970 2 2742817 Fax: +970 2 2770062
 Mobile: +972 522555908 / +972 522421175
 E-Mail: sales@holy-mosaicstone.com
 Website: <http://www.holy-mosaicstone.com>
 Products: Mosaic Stone, Marble

Profile: The company was established in Bethlehem in 2004, and has become one of the leading companies in mosaic stone, marble wash basin, stone beaux arts in Palestine. The company produces original natural stone from the holy land. Our products come in different colors and abstracted from only best quality stones, we custom designs according to the standard and clients preferences and always open to innovative ideas. We continuously seek partnerships to achieve mutual business benefits.

Holy Mosaic Stone Co.

Persona da Contattare: Sami Thaljfeh
 Indirizzo: via children village P.O. box 885 Betlemme - Palestina
 Telefono: +970 2 2742817 Fax: +970 2 2770062
 Cellulare: +972 522555908 OR +972 522 421175
 Email: sales@holy-mosaicstone.com
 Sito internet: <http://www.holy-mosaicstone.com>
 Prodotti: Pietra mosaico e marmi

Profilo della Ditta: La ditta e' stata fondata a Betlemme nel 2004. E' diventata una delle principali ditte che producono pietra mosaico e marmo. La ditta utilizza pietre naturali dalla Terra Santa. I nostri prodotti vengono in vari colori e sono estratti dalla pietra migliore. Le misure e i disegni sono secondo le richieste dei clienti per darvi sempre di ritorni con le nostre idee. Cerchiamo partnership e accordi per ottenere vantaggi economici e innovati.



Suhail & Saheb For Marble & Stones Co.

Contact person: Tawal Saheb Suarez
 Address: Jerusalem, Hebron street
 Bethlehem, Palestine
 Tel: +970 2 2744 933 Fax: +970 2 2744 932
 Mobile: +970 599 674 335
 E-mail: info@ssmarble.com
 Website: www.ssmarble.com
 Products: Jerusalem Gold Stone and Marble

Profile: Throughout 15 years of development and progress, we managed to use the most modern lines of production in our factories, in order to be able to offer the best quality of products, to outface competition in the local and international markets. Accuracy and beauty are the constant features of our products.

Suhail & Saheb For Marble & Stones Co.

Persona da contattare: Tawal Saheb Suarez
 Indirizzo: via Gerusalemme-Hebron
 Betlemme, Palestina
 Telefono: +970 2 274 933 Fax: +970 2 274 932
 Cellulare: +970 599 674 335
 E-mail: info@ssmarble.com
 Sito internet: www.ssmarble.com
 Prodotti: pietra e marmo di Gerusalemme

Profilo della Ditta: durante 15 anni di sviluppo e progresso, noi abbiamo potuto usare i piu moderni metodi di produzione nelle nostre ditte con lo scopo di poter offrire il migliore di qualita e per affrontarci la competizione locale e nel mercato internazionale. Precisione e bellezza sono i costanti caratteristiche dei nostri prodotti.

“EXPORT PROCEDURES WORKSHOP”



2005

Funded By:



Background:

Due to the great importance of the export process in achieving economical development, and to increasing trends in seeking international markets by Palestinian companies, Palestine Trade Center (PalTrade) in cooperation and support by the Islamic Development Bank (IDB) and the USAID has organized for a Sequence of workshops under the title of "Export procedures". The workshops were conducted in four West Bank cities, including; Hebron, Ramallah, Nablus and Jenin during the months of November and December 2005.

Workshop objectives:

To give representatives of participating companies a better grasp on overall Export procedures, including the understanding of different economic agreements which influence their businesses, In addition to the agreements on internal & external crossing points.

The participants in the workshop:

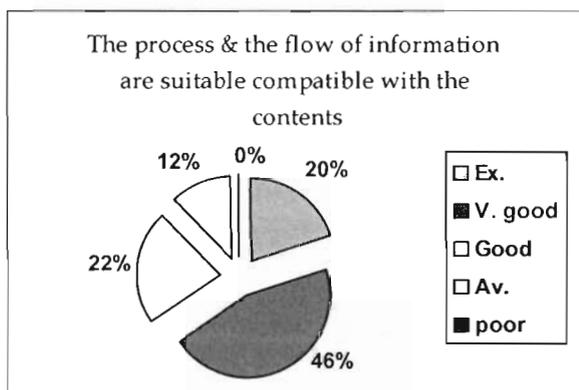
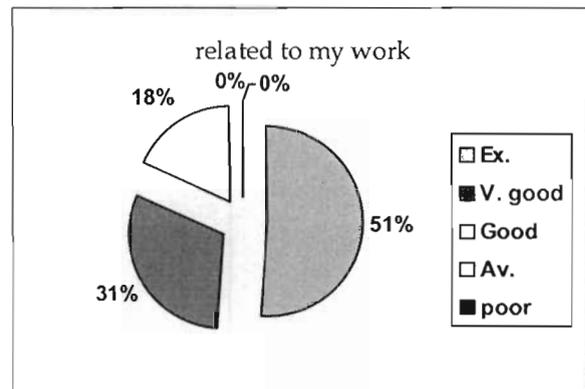
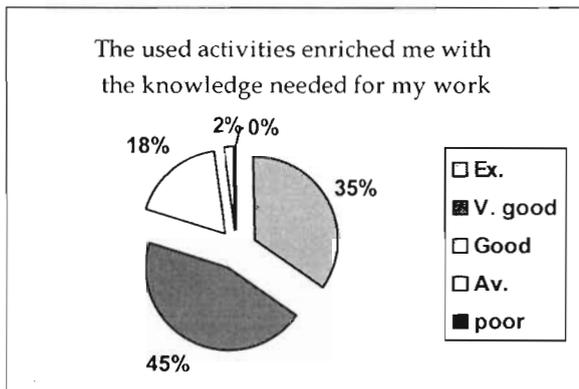
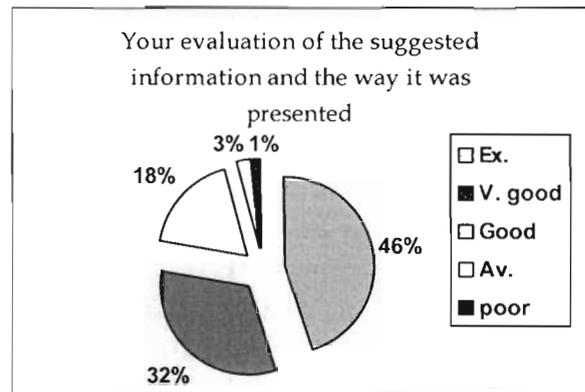
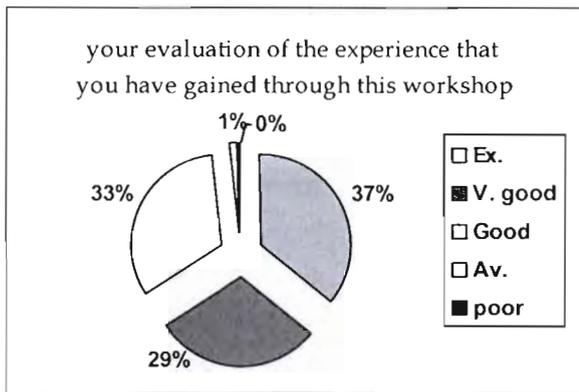
The program's main targeted group is the General Managers & Marketing Managers in the private sector companies.

Venue:

The workshops were held for one day in the Chamber of Commerce and Industries in each city, to insure that most of the exporters companies know this information. It was decided to conduct one of the workshops in Gaza but due to the difficult circumstances it was held in Jenin, and so an alternative workshop will be held in Gaza during the year 2006.

Achievement of planned key Performance indicators:

- The number of targeted participants was 15 - 18 representatives from the Palestinian private sector companies, but after the announcement the number of participants attending reached 120, the majority of which are from the originally targeted group.
- The positive evaluation from the participants:



- After the closing of the workshops, each participant received a CD that included the relevant economic agreements.

Workshops main subjects:

During the workshops Mr. Imad Asad & Mr. Ibrahim Najjar from PalTrade spoke about the main issues related to the export process including the decision to embark on the export process, the preparations to enter the export markets, business negotiation and the carrying out of an export bargain, and following up on the entire export process. Representatives from the Ministry of National Economic participated in the workshops; they discussed the main certificates needed for the implementation of the export processes such as the certificate of

origin for the national products in addition to how to calculate the value added tax.

At the end of the workshops the participants showed their interest in the continuation of such workshops, where they have a great influence on the awareness of the Palestinian resources, contribution in creating sophisticated export processes and meeting the ever changing demands.



Recommendations:

1. The participants recommended extending the workshop time, to better cover the ascribed materials.
2. Discussing the details of the agreements with the countries and the way to deal with these agreements.

“Guest Room Attendant Training”



Bethlehem

December 2-3, 2005

Funded By:



Background:

In order to improve and develop Palestinian hospitality skills, Paltrade in cooperation with Arab Hotel Association agreed to conduct several training and certification programs, The field of these training courses were picked up by local hospitality experts familiar with the demand and need in the market.

Room Attendant Training is the second scheduled programs which is a great opportunity to prepare for certification by the Educational Institute of American Hotel and Lodging Association 'EI-AHLA' as Hospitality Skills certification for Guest Room Attendant. The training took place in December 2-3, 2005 at Thalita Kumi School in Bethlehem, and administered by Palestinian Hospitality & Tourism Resource Center (PHTRC).

Training Partners and expert Credentials:

Palestinian Hospitality & Tourism Resource Center (PHTRC) serves Palestinian tourism professionals by connecting them with vocational and academic development resources and tools. The center is equipped with how-to resource, such as training manual and video, textbooks, internationally recognized certification programs and tourism industry publications. The center houses a comprehensive, customized database for the hotel industry in Palestine and offers business support services to members and partners in the tourism field.

PHTRC is owned and managed by the Arab Hotel Association, a non-profit officially registered organization representing Palestinian hotels throughout the Holy Land.

The Training was conducted by Mr. Yusef Daher, the Director of Arab Hotel Association.

Training Goals:

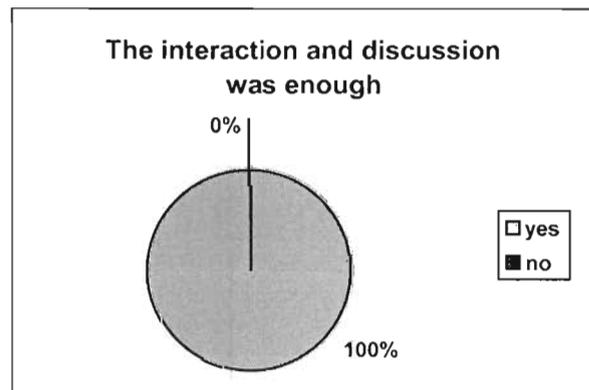
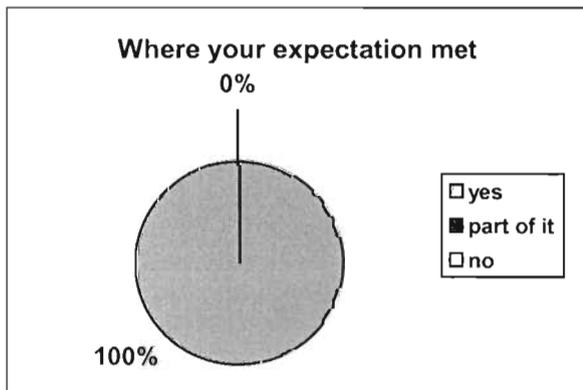
The training aims to Improve and develop Palestinian hospitality skills in addition to upgrading the marketing edge of the hospitality sector in Palestine as it is designed to increase professionalism in the service field.

Detailed workshop agenda is in annex 1.



Achievement of planned key Performance indicators:

- 15 participants representing a variety of professional hotels from Jerusalem, Ramallah and Bethlehem attended this training, majority of which are from the targeted group – line level staff.
- 100% of the participants believed that they will be able to execute the knowledge gained in their workplace.
- As per evaluation forms filled out after the completion of the workshop, the following were the main evaluation outcomes



The participants in the training program:

The program's main target group is the line level staff in the hospitality and tourism industry. 15 participants from West Bank attended the training majority of which are from the targeted group.

Participants Names:

	Name	Institution
1	Mohammad Mashahreh	Al-Zahra Hotel/Jerusalem
2	Suliman Ghannam	Grand Park/ Ramallah

3	Ahmad Kunbor	7 Arches/ Jerusalem
4	Samer	7 Arches/ Jerusalem
5	Mohammad A'baiat	7 Arches/ Jerusalem
6	Raed A'baiat	7 Arches/ Jerusalem
7	Mohammad Sharfa	7 Arches/ Jerusalem
8	Habis Alessa	Star Hotel/ Bethlehem
9	Russlan Mkrker	Bethlehem University
10	Michael Shaheen	Gloria Hotel/Jerusalem
11	Jenia Demetriads	Gloria Hotel/Jerusalem
12	Fadi Noaser	Gloria Hotel/Jerusalem
13	Anwar Al-saras	Bethlehem Hotel
14	Rawan Alshaer	Bethlehem Hotel
15	Joseph Canavati	Alexander Hotel

OUTCOME:

After completion of the seminar the participants were able to perform the following tasks with greater measure of confidence while delivering optimum customer service:

1. Demonstrate good guest service techniques.
2. Demonstrate effective communication and team building skills.
3. Demonstrate safety and security competence.
4. Provide quality service before the guest arrives.
5. Demonstrate superior service while the guest is on property.
6. Provide service after the guest checks out.

Annex 1: Agenda

Topics of Seminar:

- ❖ **How to use the handbook & definition of room attendant.**
- ❖ **Personal Interaction techniques**
 1. Benefits of "Exceptional" Service.
 2. Personal Service Techniques.
 3. Personal Service Techniques.
 4. Communication and Team Building Skills.
 5. The Americans with Disabilities Act.
 6. Effective Telephone Skills.
- ❖ **Safety and Security Techniques.**
 1. Safety Techniques.
 2. Security Techniques.
- ❖ **Providing Service Before the Guest Arrives.**
 1. Organize Housekeeping Carts.
 2. Understand Room Assignment sheets and Guest Room Amenities
 3. Understand Room Status Terms.
 4. Understand the Procedure For Cleaning a Guest Room.
 5. Case Study.
 6. Maintenance a Guest Information Directory.
 7. Understand Par Levels of Linen and Supplies.
 8. Understand Housekeeping Equipment.
- ❖ **Providing Service during the Guests Visit.**
 1. Handle Special Requests.
 2. Performing Special Services.
 3. Provide Information for the Guest.
 4. Handling Guest Complains and the Irate Guest.
 5. Handling the Irate Guest.
 6. Handling Guest Complaints.
 7. Provide Security.
 8. Reporting Maintenance Requests.
 9. Handle Emergencies.
 10. Handling Unusual Situations.
- ❖ **Providing Service after the Guest Leaves.**
 1. Tip Reporting
 2. Maintain Security and Key Control.
 3. Complete End-Of-Shift Duties.
- ❖ **Employee action plan.**

“MAXIMIZING TRADE FAIR BENEFITS”



RAMALLAH
Sep. 28- 29, 2005

Funded By:



Background:

During 2003-2005 PalTrade's Trade Promotion Department has organized participation in more than 41 specialized international & National trade fairs for the benefit of more than 800 Palestinian enterprises represented by app. 750 company staff members.

Through their direct interaction during the various stages of planning, organizing, monitoring and evaluating these activities, PalTrade's Trade Promotion Department staff has directly identified a serious weakness in more than 90% of the 800 enterprises' with respect to their capacity in managing required tasks so as to truly maximize benefits from such a significant tool of the marketing mix.

Accordingly and given the identified need, PalTrade has organized a Two-days training program under the title of "Maximizing Trade Fair Benefits ". The training took place between 28/9/2005 - 29/9/2005 at the Palestine Information and Communications Technology Incubator (PICTI) in Ramallah. The training program was funded by the USAID and the Islamic Development Bank.

Training Goals:

To enhance companies capacities in maximizing the benefits from participating in trade exhibitions. Through the following learning objectives achieved:

1. Setting exhibition goals
2. Target best prospects
3. Plan pre-show promotions
4. Staff booth and train personnel
5. Follow-up, feedback and analyze Return on Investment

Detailed workshop agenda is in annex 1.

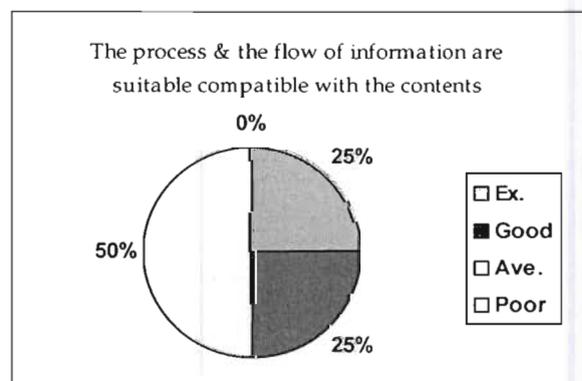
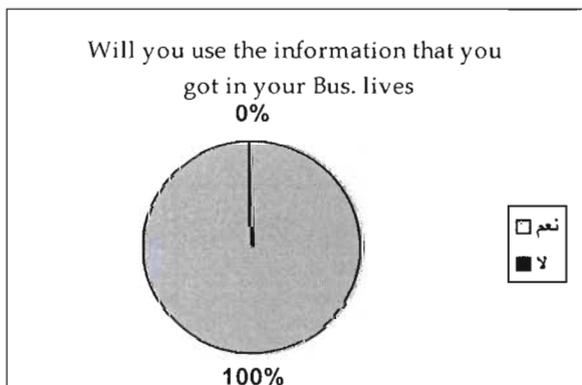


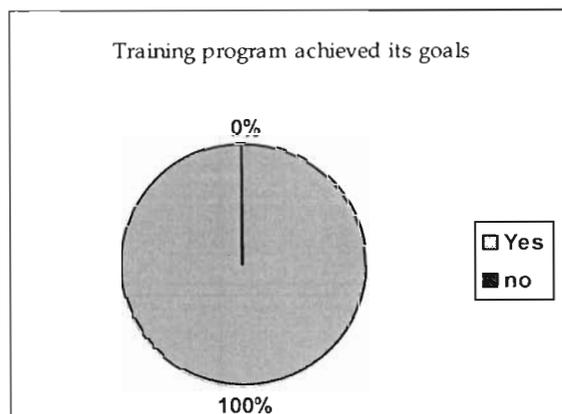
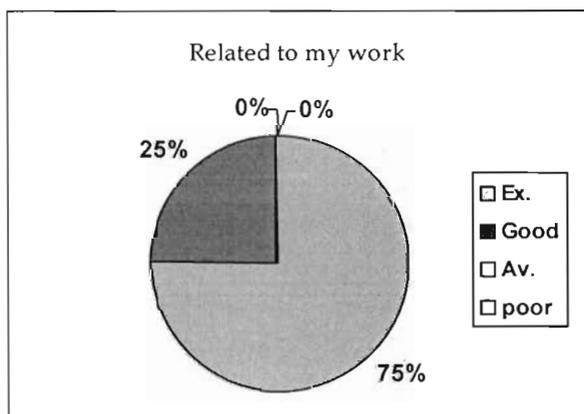
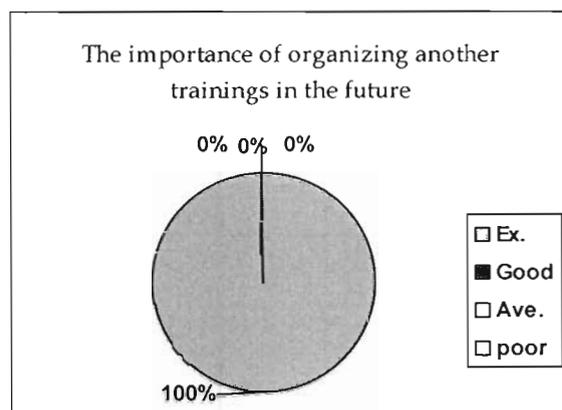
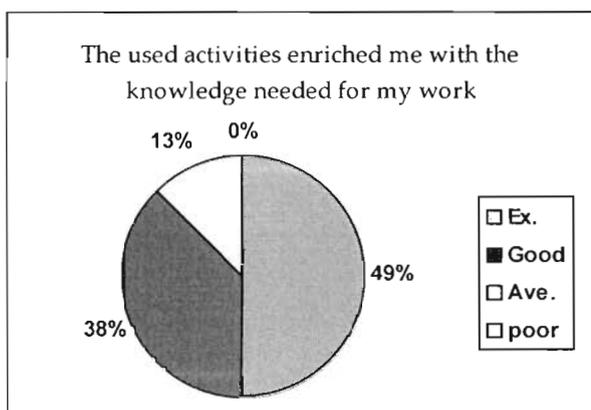
Achievement of key Performance indicators planned:

- Where the subject of the training course is proposed for the first time and due to the fact that the targeted Palestinian companies was in Ramallah the number of the participants reached 8 only .
- 80% of the participants agreed that they gained the experience on the exhibition organization.
- After the closing of the training course, each trainee achieved a project document for an exhibition that has close relation with his work in the aspects of budget, work plan, intensive information about the exhibition and selection of location and suites design in exhibition.

Achievement of key impact indicators planned:

- 80% of the trainees were from the targeted groups (General Manager & Marketing Managers or employees).
- As per evaluation forms filled out after the completion of the second day, the following were the main evaluation outcomes:





- With the closure of the training the participants received certificates in addition to a CD that includes the training material and the exercises.

The participants in the training program:

The program's main target group is the General Manager & Marketing Managers or employees. 8 participants from Ramallah registered to participate in the training.

Recommendations:

1. To contact the participants after the training course to make sure that they received the needed information.
2. The participants recommended extending the training period since the training material and the exercises need more time.
3. Due to the political situation it was decided not to conduct the training session in the remaining cities, where it will be held in one city, and that will be sufficient to cover all the private sector companies in West Bank & Gaza at the beginning of 2006.

Training Agenda
"Maximizing Trade Fair Benefits"
28-29/9/2005

Day One

10:00-10:15	Introduction
10:15-11:45	Step One "Trade fair Aims"
11:45-12:00	Breaks
12:00- 1:00	Step Two "Selection & decision criteria"
1:00-2:00	Lunch break
2:00-3:00	Step three "Organization & planning"
3:15-3:30	Breaks
3:30-5:00	Con. Step three

Day Two

10:00-10:15	Step four "Trade fair stand"
10:15-11:45	Step five" Advertising & public relations"
11:45-12:00	Breaks
12:00- 1:00	Step six "Operating the stand"
1:00-2:00	Lunch break
2:00-3:00	Step seven "Evaluation & Follow-up"
3:15-3:30	Breaks
3:30-4:00	Participants' Evaluation to the program

GOOD LUCK ☺



Restaurant Server Seminar



Ramallah

November 14-16, 2005

Funded By:



Background:

In order to improve and develop Palestinian hospitality skills, Paltrade in cooperation with Arab Hotel Association agreed to conduct several training and certification programs, The field of these training courses were picked up by local hospitality experts familiar with the demand and need in the market.

The Restaurant server training program is one of the scheduled programs and was based on the frequent requests by Hotels and Restaurants in the West Bank. The training took place between 14-16 November 2005 at Best Eastern and Retno Hotels in Ramallah, and administered by Palestinian Hospitality & Tourism Resource Center (PHTRC).

Training Partners and expert Credentials:

Palestinian Hospitality & Tourism Resource Center (PHTRC) serves Palestinian tourism professionals by connecting them with vocational and academic development resources and tools. The center is equipped with how-to resource, such as training manual and video, textbooks, internationally recognized certification programs and tourism industry publications. The center houses a comprehensive, customized database for the hotel industry in Palestine and offers business support services to members and partners in the tourism field.

PHTRC is owned and managed by the Arab Hotel Association, a non-profit officially registered organization representing Palestinian hotels throughout the Holy Land.

The Training was conducted by Mr. Issa Dahdal, the manager of the Ambassador Hotel in Jerusalem and instructor on Food and beverage at the Notre Dame Center promotional professional institute.

Training Goals:

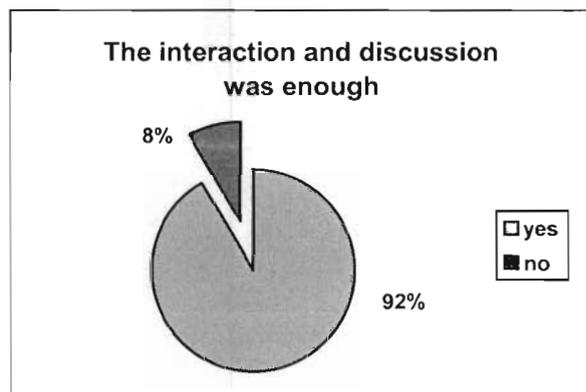
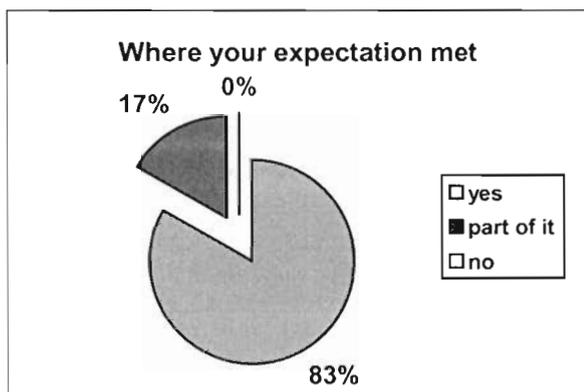
The training aims to Improve and develop Palestinian hospitality skills in addition to upgrading the marketing edge of the hospitality sector in Palestine as it is designed to increase professionalism in the service field.

Detailed workshop agenda is in annex 1.



Achievement of planned key Performance indicators:

- The Number of participants was 13, majority of which are from the targeted group – line level staff.
- 90% of the participants believed that they will be able to execute the knowledge gained in their workplace.
- As per evaluation forms filled out after the completion of the workshop, the following were the main evaluation outcomes



The participants in the training program:

The program's main target group is the line level staff in the hospitality and tourism industry. 13 participants from West Bank attended the training majority of which are from the targeted group

Participants Names:

	Name	Work Address/ RESIDENCE
1	Hani Malesah	DEIR BZEIGH
2	HUZAIFA Abu Shaheen	City Inn Hotel / JENIN
3	Rami Abu Nijem	City Inn Hotel/ Aljalazon Camp

4	Basel Bani Odeh	City Inn Hotel / JENIN
5	Majdi Hussein	Al Yasmeen Hotel / Nablus
6	Mahmoud Eid	Royal Court
7	Marwan Abu Ata	Sangria's Rest. / Beit Sahour
8	Saeed Khalil Tawofeq	Royal Court
9	Maher Nour	Grand Park Hotel / Tulkarem
10	Sameer Khattab	Best Eastern
11	Muhannad Al Ashkar	Integrated System co.
12	Joseph Canavati	Alexander hotel
13	Amjad O. Hbayeb	Royal Court Suites / Aboud

Annex 1: Agenda

Training Seminar Outline

- Introduction

- Job skills or "Task" list

The job skills or 'task' list alerts you to the type of skills you must possess to successfully perform your position. This list also outlines what will be covered in the 'Job Breakdowns' section that follows.

- Job Breakdowns

The job breakdowns consist of:

- A list of equipment and supplies you need to perform the task
- The step you must take to perform the task
- How-to's and tips that explain how to perform the steps and give advice on the best way to perform the steps

- Skill Validation Form

The skill validation form is a checklist that documents your ability to satisfactorily perform the basic tasks of your position. This form will be filled out by your trainer or supervisor as you progress through the training program. Your skill validation results will help determine whether you are eligible for certification in your position.

Tasks Outline

1. Set up the Restaurant for service.
2. Stock and Maintain side stations
3. Fold Napkins
4. Prepare Breads and Bread Baskets or Trays
5. Prepare Service Trays
6. Take Restaurant Reservations
7. Work Efficiently
8. Greet and Seat Guests
9. Approach the Table
10. Provide Appropriate Service for Children
11. Lift and Carry Trays, Bus Tubs, or Dish Racks
12. Serve Water
13. Prepare and Serve Coffee
14. Prepare and Serve Hot Tea
15. Prepare and Serve Iced Tea
16. Prepare and Serve Hot Chocolate
17. Take Food Orders
18. Serve Bread and Butter
19. Serve the Meal

20. Check Back to the Table
21. Respond to Dissatisfied Guests
22. Maintain Tables
23. Sell After-Dinner Items
24. Prepare Takeout Items
25. Prepare the Guest Check
26. Settle Guest Checks and Thank Guests
27. Clear and Reset Tables
28. Handle Soiled Restaurant Linens
29. Inventory, Requisition, and Restock Restaurant Supplies
30. Perform Closing Side work



PALTRADE
PALESTINE TRADE CENTER

ANNEX J



"SUPERVISORY SKILL BUILDERS"

Bethlehem

December 16, 23&29, 2005

Funded By:



Background:

In cooperation with PHTRC/AHA, and with the support of The Islamic Development Bank and USAID, PalTrade has continued its efforts to update and further develop Palestinian hospitality skills through professional training programs.

The Supervisory Skill Builders training program is one of the scheduled programs. In this program, individuals will have an opportunity to develop and upgrade their supervisory skills and to better understand and practice the skills needed to be more efficient supervisors.

Training Partners and expert Credentials:

Palestinian Hospitality & Tourism Resource Center (PHTRC) serves the Palestinian tourism professionals by connecting them with vocational and academic development resources and tools. The center is equipped with how-to resource, such as training manual and video, textbooks, internationally recognized certification programs and tourism industry publications. The center houses a comprehensive, customized database for the hotel industry in Palestine and offers business support services to members and partners in the tourism field.

PHTRC is owned and managed by the Arab Hotel Association, a non-profit officially registered organization representing Palestinian hotels throughout the Holy Land.

The Training was conducted by Mr. Awni Insheiwat, Certified Hospitality Administrator.

Training Goals:

The training aims to Improve and develop Palestinian hospitality skills in addition to upgrading the marketing edge of the hospitality sector in Palestine as it is designed to increase professionalism in the service field.

Detailed workshop agenda is in annex 1.

The participants in the training program:

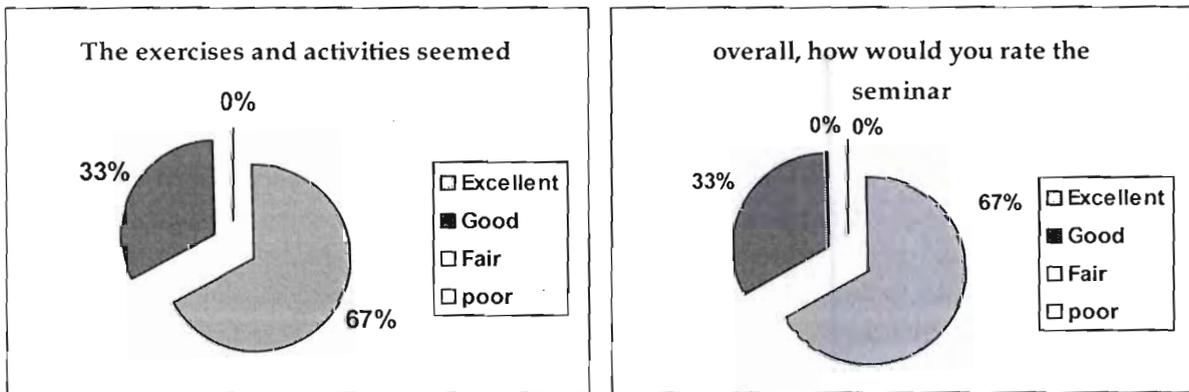
The program's main target group is the Supervisor level staff in the hospitality and tourism industry. 9 participants from West Bank attended the training, the majority of which are from the targeted group

Venue:

It was attended by 9 participants representing a variety of Institutions from Jerusalem, Hebron and Bethlehem. Intensive training went on for three intensive days 16th, 23rd and 29th December 2005 the sessions from 2:00-6:00 pm at Talitha Kumi School in Bethlehem.

Key Performance indicators:

- The Number of participants was 9, majority of which are from the targeted group –Supervisors level staff.
- 90% of the participants believed that the information in this seminar will help them to become a more effective supervisor.
- As per evaluation forms filled out after the completion of the workshop, the following were the main evaluation outcomes:



Training course main subjects:

Supervisory Skill Builders is a nine-workbook series covering topics identified as priorities for supervisory development in an industry survey. The workbook titles are:

1. You as a Supervisor
2. Leadership
3. Time management
4. Improving Communication
5. Handling Problems and Conflict
6. Conducting Orientation and Training
7. Motivation and Team Building
8. Staffing and Scheduling
9. Improving Employee Performance

9 EI-AHLA of each conducted workbook were distributed, together with Leading Training Activities such as Flip Charts, and guided discussions. also

included are directions for using some pages in the workbook and supplemental activities that extend the seminar learning experience. Upon completion, the participants were informed about the continuation of this program through applying for the exam and certificate for AHLA.

Participants Names:

#	NAME	INSTITUTION
1	Walid Arja	Everest Hotel
2	Hani Albaia	Golden Walls
3	Issa Nimmer	Golden Walls
4	Rami Al-Jabari	
5	Alla' Abudayya	
6	Shireen Saadeh	Jerusalem Hotel
7	Ramzi Hijazi	Jerusalem Hotel
8	Joseph Canavati	Alexander Hotel
9	Mai Odeh	PHTRC/AHA

Annex 1: Agenda

Training Seminar Outline

YOU AS SUPERVISOR

1. Understand the importance and responsibilities of supervisors in the foodservice industry.
2. Identify the functions of management and understand how these functions fit into your job.
3. Understand how appearance, manners, ethics, and self-esteem affect your job performance and that of your staff.

CONDUCTING ORIENTATION & TRAINING

1. Use orientation as an opportunity to welcome new employees to the operation team.
2. Identify which knowledge and skills are needed for employees to perform job tasks.
3. Effectively train employees to perform their job tasks.
4. Lead good training and staff meetings

STAFFING AND SCHEDULING

1. Follow the steps in the recruitment and selection process.
2. Effectively plan, conduct, and follow up an interview.
3. Understand the value of forecasting in the scheduling process.
4. Use a staffing guide effectively.
5. Plan and evaluate an employee work schedule.

WHAT WILL SUPERVISORY SKILL BUILDERS SERIES DO?

The Supervisory Skill Builders workbooks will help to:

1. Do your job better
2. Solve everyday workplace problems
3. Build confidence and self-esteem.
4. Improve your potential for promotion
5. Gain respect
6. Learn more about the foodservice industry
7. Improve your earning power.
8. Understand your supervisory responsibilities.



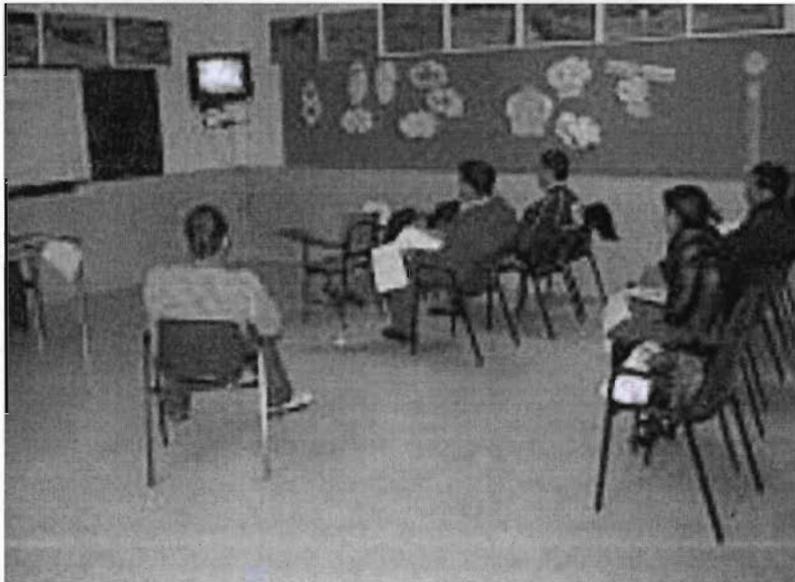
PALTRADE

PALESTINE TRADE CENTER

Hospitality Training



“Front Desk Training Course”



Jerusalem

12 Jan. 2006 - 23 Feb. 2006

Funded By:



Background:

In cooperation with PHTRC/AHA, and with the support of the Islamic Development Bank (IDB) and The United States Agency for International Development (USAID), PalTrade held 7 sessions of the Notre Dame Training Program, for front desk clerks under a professional team of instructors. The program is a one day a week for a period of 7 weeks, starting on the 12th of January 2006; it was attended by 12 participants from a variety of professional hotels and Restaurants from Jerusalem.

The aim of the course was to develop professional skills in

1. Sales & Marketing
2. Front Office Operations (reservations & Check in)
3. Front Office Operations (maintaining guest account & check out)
4. Night auditing/ Room Rates
5. Type of rooms & relation with housekeeping
6. Functions & Banquets
7. Handling guest complaints & guest satisfaction

Training Goals:

The training aims to Improve and develop Palestinian hospitality skills in addition to upgrading the marketing edge of the hospitality sector in Palestine as it is designed to increase professionalism in the service field.

The participants in the training program:

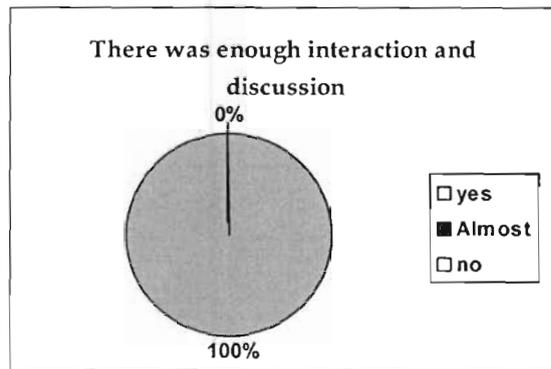
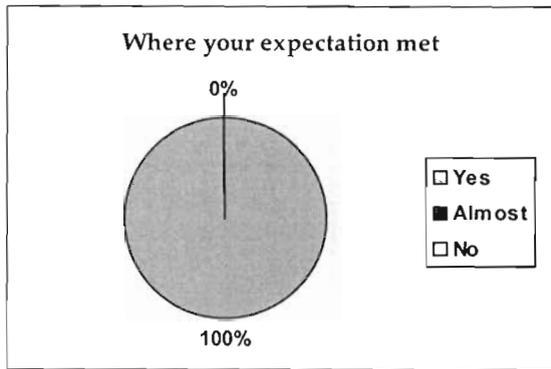
The program's main target group is the line level employees at hotels and Restaurants. 12 participants attended the training, the majority of which are from the targeted group

Venue:

Intensive training went on for 7 days starting in 12 Jan. 2006 till 23 Feb. 2006 from 16:00 - 19:00 pm at Notre Dame Center in Jerusalem. Upon completion the participants were certified by the Notre Dame Center and the Arab Hotel Association for completion of the course.

Key Performance indicators:

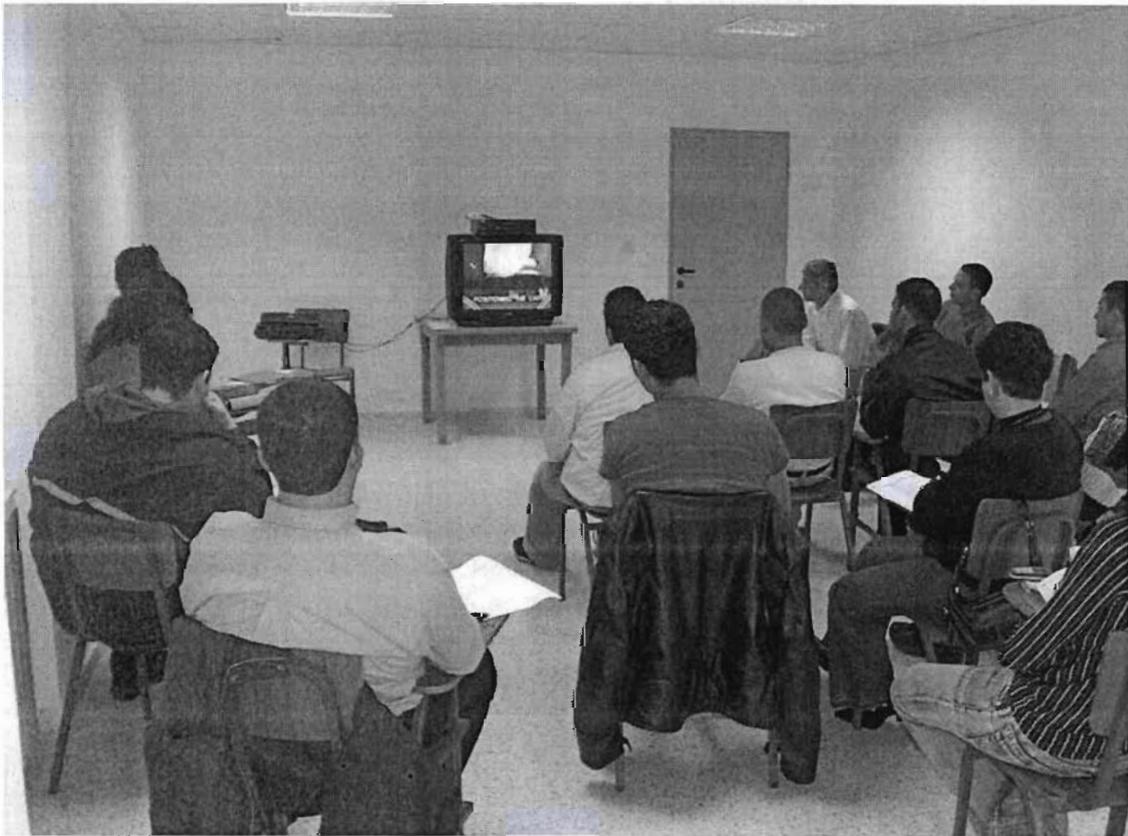
- o The Number of participants was 12, majority of which are from the targeted group - line level employees.
- o As per evaluation forms filled out after the completion of the workshop, the following were the main evaluation outcomes:



Participants Names:

	Name	Institution
1	Saleh Malhi	Hashimi Hotel
2	Yara Dissi	Golden Walls Hotel
3	Alaa Abbas	Golden Walls Hotel
4	Basel Al Amad	Holy Land Hotel
5	Hamad Hamad	Holy Land Hotel
6	Kusai Nashashibi	
7	Mohannad Nijem	
8	Samer Mujahed	
9	Louy Jaouni	American Colony Hotel
10	Edy Kreitem	
11	Mirna Mardini	Notre Dame Center
12	Mahmoud Nijjem	

“Guest Room Attendant Training”



Bethlehem

December 2-3, 2005

Funded By:



Background:

In order to improve and develop Palestinian hospitality skills, Paltrade in cooperation with Arab Hotel Association agreed to conduct several training and certification programs, The field of these training courses were picked up by local hospitality experts familiar with the demand and need in the market.

Room Attendant Training is the second scheduled programs which is a great opportunity to prepare for certification by the Educational Institute of American Hotel and Lodging Association 'EI-AHLA' as Hospitality Skills certification for Guest Room Attendant. The training took place in December 2-3, 2005 at Thalita Kumi School in Bethlehem, and administered by Palestinian Hospitality & Tourism Resource Center (PHTRC).

Training Partners and expert Credentials:

Palestinian Hospitality & Tourism Resource Center (PHTRC) serves Palestinian tourism professionals by connecting them with vocational and academic development resources and tools. The center is equipped with how-to resource, such as training manual and video, textbooks, internationally recognized certification programs and tourism industry publications. The center houses a comprehensive, customized database for the hotel industry in Palestine and offers business support services to members and partners in the tourism field.

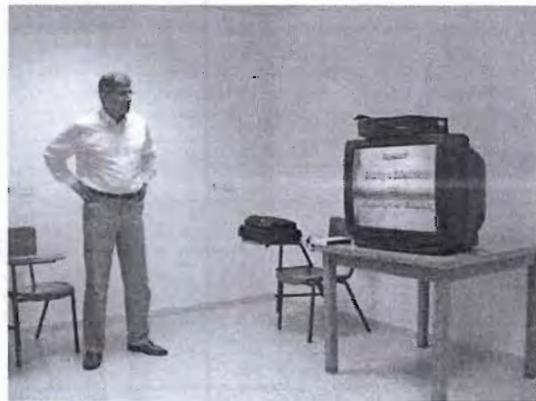
PHTRC is owned and managed by the Arab Hotel Association, a non-profit officially registered organization representing Palestinian hotels throughout the Holy Land.

The Training was conducted by Mr. Yusef Daher, the Director of Arab Hotel Association.

Training Goals:

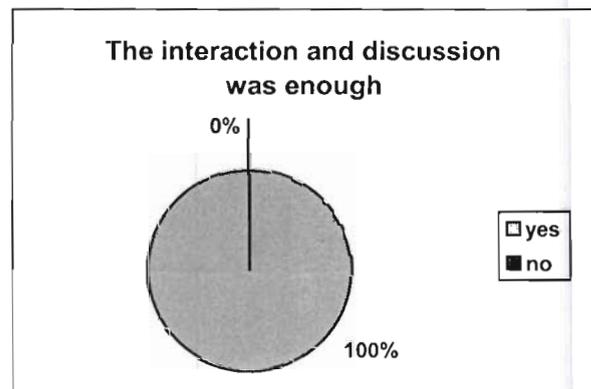
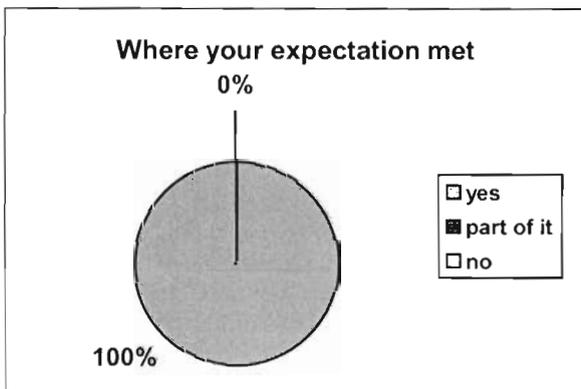
The training aims to Improve and develop Palestinian hospitality skills in addition to upgrading the marketing edge of the hospitality sector in Palestine as it is designed to increase professionalism in the service field.

Detailed workshop agenda is in annex 1.



Achievement of planned key Performance indicators:

- 15 participants representing a variety of professional hotels from Jerusalem, Ramallah and Bethlehem attended this training, majority of which are from the targeted group - line level staff.
- 100% of the participants believed that they will be able to execute the knowledge gained in their workplace.
- As per evaluation forms filled out after the completion of the workshop, the following were the main evaluation outcomes



The participants in the training program:

The program's main target group is the line level staff in the hospitality and tourism industry. 15 participants from West Bank attended the training majority of which are from the targeted group.

Participants Names:

	Name	Institution
1	Mohammad Mashahreh	Al-Zahra Hotel/Jerusalem
2	Suliman Ghannam	Grand Park/ Ramallah

3	Ahmad Kunbor	7 Arches/ Jerusalem
4	Samer	7 Arches/ Jerusalem
5	Mohammad A'baiat	7 Arches/ Jerusalem
6	Raed A'baiat	7 Arches/ Jerusalem
7	Mohammad Sharfa	7 Arches/ Jerusalem
8	Habis Alessa	Star Hotel/ Bethlehem
9	Russlan Mkrker	Bethlehem University
10	Michael Shaheen	Gloria Hotel/Jerusalem
11	Jenia Demetriads	Gloria Hotel/Jerusalem
12	Fadi Noaser	Gloria Hotel/Jerusalem
13	Anwar Al-saras	Bethlehem Hotel
14	Rawan Alshaer	Bethlehem Hotel
15	Joseph Canavati	Alexander Hotel

OUTCOME:

After completion of the seminar the participants were able to perform the following tasks with greater measure of confidence while delivering optimum customer service:

1. Demonstrate good guest service techniques.
2. Demonstrate effective communication and team building skills.
3. Demonstrate safety and security competence.
4. Provide quality service before the guest arrives.
5. Demonstrate superior service while the guest is on property.
6. Provide service after the guest checks out.

Annex 1: Agenda

Topics of Seminar:

- ❖ **How to use the handbook & definition of room attendant.**
- ❖ **Personal Interaction techniques**
 1. Benefits of "Exceptional" Service.
 2. Personal Service Techniques.
 3. Personal Service Techniques.
 4. Communication and Team Building Skills.
 5. The Americans with Disabilities Act.
 6. Effective Telephone Skills.
- ❖ **Safety and Security Techniques.**
 1. Safety Techniques.
 2. Security Techniques.
- ❖ **Providing Service Before the Guest Arrives.**
 1. Organize Housekeeping Carts.
 2. Understand Room Assignment sheets and Guest Room Amenities
 3. Understand Room Status Terms.
 4. Understand the Procedure For Cleaning a Guest Room.
 5. Case Study.
 6. Maintenance a Guest Information Directory.
 7. Understand Par Levels of Linen and Supplies.
 8. Understand Housekeeping Equipment.
- ❖ **Providing Service during the Guests Visit.**
 1. Handle Special Requests.
 2. Performing Special Services.
 3. Provide Information for the Guest.
 4. Handling Guest Complains and the Irate Guest.
 5. Handling the Irate Guest.
 6. Handling Guest Complaints.
 7. Provide Security.
 8. Reporting Maintenance Requests.
 9. Handle Emergencies.
 10. Handling Unusual Situations.
- ❖ **Providing Service after the Guest Leaves.**
 1. Tip Reporting
 2. Maintain Security and Key Control.
 3. Complete End-Of-Shift Duties.
- ❖ **Employee action plan.**



"RESTAURANT AND BEVERAGE SERVICE"

Jerusalem

Starting 10 Dec, 05 - 23 Jan. 06

Funded By:



Background:

In cooperation with PHTRC/AHA, and with the support of the Islamic Development Bank (IDB) and The United States Agency for International Development (USAID), PalTrade held 6 sessions of the Notre Dame training program, for Restaurant and beverage servicing. The first session took place on the 10th of December, 2005.

The aim of the course was to develop new skills for Restaurant line level employees at hotels and Restaurants. It was also a refreshing course for employees at different fields.

Training Goals:

The training aims to Improve and develop Palestinian hospitality skills in addition to upgrading the marketing edge of the hospitality sector in Palestine as it is designed to increase professionalism in the service field.

Detailed workshop agenda is in annex 1.



The participants in the training program:

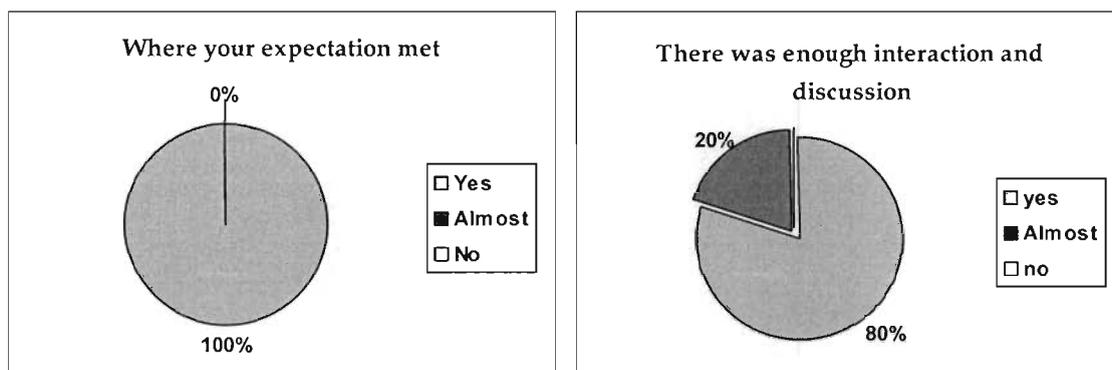
The program's main target group is the line level employees at hotels and Restaurants. 11 participants attended the training, the majority of which are from the targeted group

Venue:

It was attended by 11 participants representing a variety of Institutions from Jerusalem. Intensive training went on for 6 days starting in 10 Dec, 05 till 23 Jan 2006 from 4:00 -6:00 pm at Notre Dame Center in Jerusalem. Upon completion the participants were certified by the Notre Dame Center and the Arab Hotel Association for completion of the course.

Key Performance indicators:

- The Number of participants was 11, majority of which are from the targeted group – line level employees.
- As per evaluation forms filled out after the completion of the workshop, the following were the main evaluation outcomes:



Training course main subjects:

Restaurant & Beverage Service 6 session's titles are:

1. Sales & marketing - For hotels and Food & Beverage operations.
2. Restaurant and Beverage service 1.
3. Restaurant Service 2.
4. Beverage Service 2.
5. Grooming & Hygiene.
6. Ethics - Handling guest complaints & guest satisfaction.

Participants Names:

	Name	Address
1	George Kawas	Gloria Hotel
2	Nawaf El Hilu	Jerusalem Hotel
3	Khalil Hallak	Jerusalem Hotel
4	Abed Siam	Golden Walls
5	Sawsan Abu Rajab	Golden Walls
6	Ashraf Abu Elhawa	Seven Arches
7	Ismael Jewehan	Seven Arches
8	Waleed Abu Farha	Seven Arches
9	Anear Ramadan	Four Seasons Restaurant
10	Samer Abu Sneineh	Four Seasons Restaurant
11	Firas Izhiman	Holyland Hotel

Annex 1: Agenda

Training Seminar Outline

1. Demonstrate good guest service techniques.
2. Set up the Restaurant for service.
3. Stock and Maintain side stations
4. Fold Napkins
5. Prepare Breads and Bread Baskets or Trays
6. Prepare Service Trays
7. Take Restaurant Reservations
8. Work Efficiently
9. Greet and Seat Guests
10. Approach the Table
11. Provide Appropriate Service for Children
12. Lift and Carry Trays, Bus Tubs, or Dish Racks
13. Serve Water
14. Take Beverage Orders
15. Process Beverage Orders
16. Prepare and Serve Coffee
17. Prepare and Serve Hot Tea
18. Prepare and Serve Iced Tea
19. Prepare and Serve Hot Chocolate
20. Take Food Orders
21. Serve Bread and Butter
22. Prepare Ice Buckets
23. Serve the Meal
24. Check Back to the Table
25. Respond to Dissatisfied Guests
26. Maintain Tables
27. Sell After-Dinner Items
28. Prepare Takeout Items
29. Prepare the Guest Check
30. Settle Guest Checks and Thank Guests
31. Clear and Reset Tables
32. Handle Soiled Restaurant Linens
33. Inventory, Requisition, and Restock Restaurant Supplies

Restaurant Server Seminar



Ramallah

November 14-16, 2005

Funded By:



Background:

In order to improve and develop Palestinian hospitality skills, Paltrade in cooperation with Arab Hotel Association agreed to conduct several training and certification programs, The field of these training courses were picked up by local hospitality experts familiar with the demand and need in the market.

The Restaurant server training program is one of the scheduled programs and was based on the frequent requests by Hotels and Restaurants in the West Bank. The training took place between 14-16 November 2005 at Best Eastern and Retno Hotels in Ramallah, and administered by Palestinian Hospitality & Tourism Resource Center (PHTRC).

Training Partners and expert Credentials:

Palestinian Hospitality & Tourism Resource Center (PHTRC) serves Palestinian tourism professionals by connecting them with vocational and academic development resources and tools. The center is equipped with how-to resource, such as training manual and video, textbooks, internationally recognized certification programs and tourism industry publications. The center houses a comprehensive, customized database for the hotel industry in Palestine and offers business support services to members and partners in the tourism field.

PHTRC is owned and managed by the Arab Hotel Association, a non-profit officially registered organization representing Palestinian hotels throughout the Holy Land.

The Training was conducted by Mr. Issa Dahdal, the manager of the Ambassador Hotel in Jerusalem and instructor on Food and beverage at the Notre Dame Center promotional professional institute.

Training Goals:

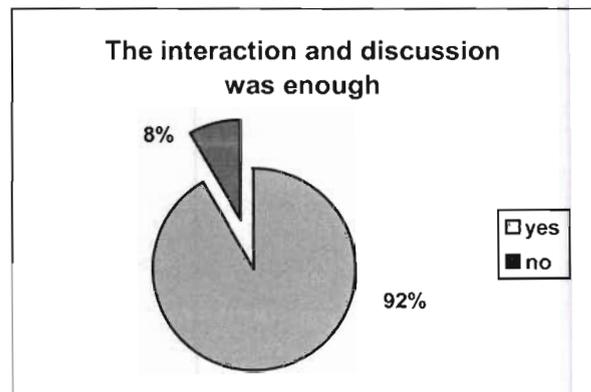
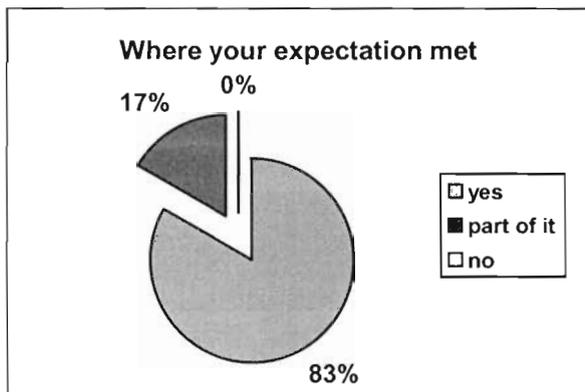
The training aims to Improve and develop Palestinian hospitality skills in addition to upgrading the marketing edge of the hospitality sector in Palestine as it is designed to increase professionalism in the service field.

Detailed workshop agenda is in annex 1.



Achievement of planned key Performance indicators:

- The Number of participants was 13, majority of which are from the targeted group – line level staff.
- 90% of the participants believed that they will be able to execute the knowledge gained in their workplace.
- As per evaluation forms filled out after the completion of the workshop, the following were the main evaluation outcomes



The participants in the training program:

The program's main target group is the line level staff in the hospitality and tourism industry. 13 participants from West Bank attended the training majority of which are from the targeted group

Participants Names:

	Name	Work Address/ RESIDENCE
1	Hani Malesah	DEIR BZEIGH
2	HUZAIFA Abu Shaheen	City Inn Hotel / JENIN
3	Rami Abu Nijem	City Inn Hotel/ Aljalazon Camp

4	Basel Bani Odeh	City Inn Hotel / JENIN
5	Majdi Hussein	Al Yasmeen Hotel / Nablus
6	Mahmoud Eid	Royal Court
7	Marwan Abu Ata	Sangria's Rest. / Beit Sahour
8	Saeed Khalil Tawofeq	Royal Court
9	Maher Nour	Grand Park Hotel / Tulkarem
10	Sameer Khattab	Best Eastern
11	Muhannad Al Ashkar	Integrated System co.
12	Joseph Canavati	Alexander hotel
13	Amjad O. Hbayeb	Royal Court Suites / Aboud

Annex 1: Agenda

Training Seminar Outline

- Introduction

- Job skills or "Task" list

The job skills or 'task' list alerts you to the type of skills you must possess to successfully perform your position. This list also outlines what will be covered in the 'Job Breakdowns' section that follows.

- Job Breakdowns

The job breakdowns consist of:

- A list of equipment and supplies you need to perform the task
- The step you must take to perform the task
- How-to's and tips that explain how to perform the steps and give advice on the best way to perform the steps

- Skill Validation Form

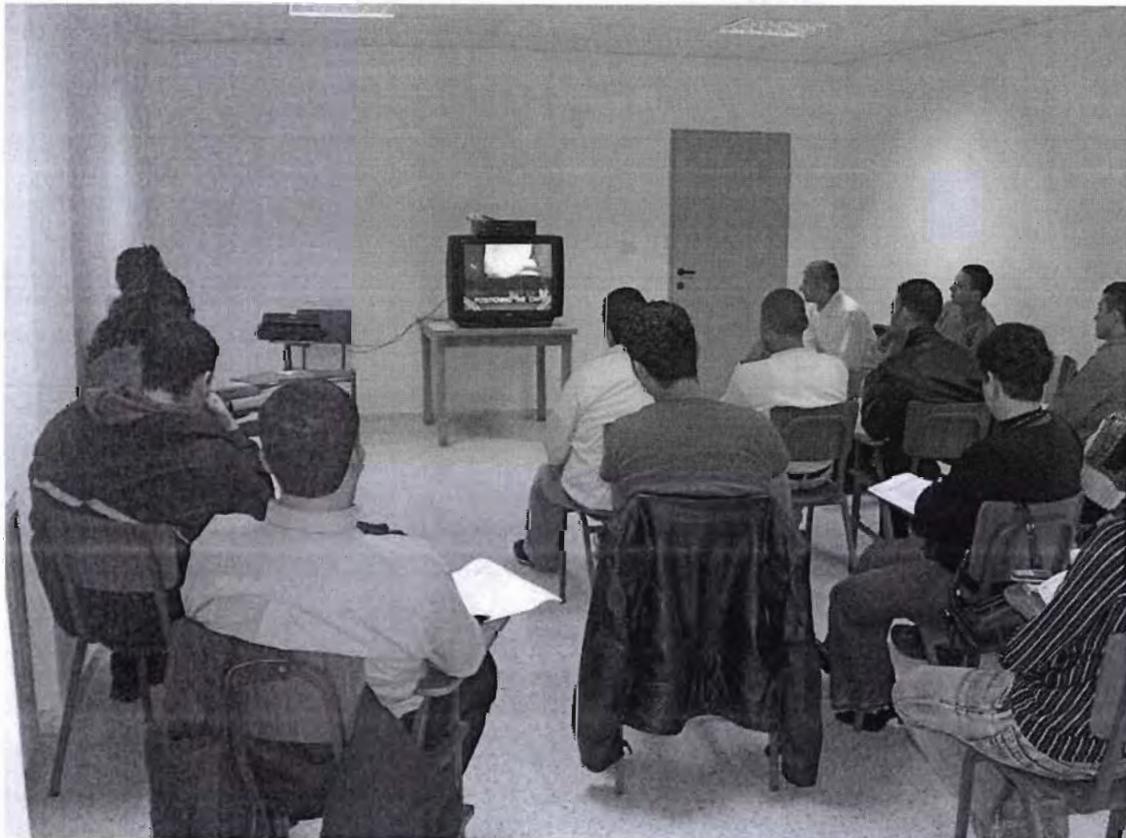
The skill validation form is a checklist that documents your ability to satisfactorily perform the basic tasks of your position. This form will be filled out by your trainer or supervisor as you progress through the training program. Your skill validation results will help determine whether you are eligible for certification in your position.

Tasks Outline

1. Set up the Restaurant for service.
2. Stock and Maintain side stations
3. Fold Napkins
4. Prepare Breads and Bread Baskets or Trays
5. Prepare Service Trays
6. Take Restaurant Reservations
7. Work Efficiently
8. Greet and Seat Guests
9. Approach the Table
10. Provide Appropriate Service for Children
11. Lift and Carry Trays, Bus Tubs, or Dish Racks
12. Serve Water
13. Prepare and Serve Coffee
14. Prepare and Serve Hot Tea
15. Prepare and Serve Iced Tea
16. Prepare and Serve Hot Chocolate
17. Take Food Orders
18. Serve Bread and Butter
19. Serve the Meal

20. Check Back to the Table
21. Respond to Dissatisfied Guests
22. Maintain Tables
23. Sell After-Dinner Items
24. Prepare Takeout Items
25. Prepare the Guest Check
26. Settle Guest Checks and Thank Guests
27. Clear and Reset Tables
28. Handle Soiled Restaurant Linens
29. Inventory, Requisition, and Restock Restaurant Supplies
30. Perform Closing Side work

“Guest Room Attendant Training”



Bethlehem

December 2-3, 2005

Funded By:



Background:

In order to improve and develop Palestinian hospitality skills, Paltrade in cooperation with Arab Hotel Association agreed to conduct several training and certification programs, The field of these training courses were picked up by local hospitality experts familiar with the demand and need in the market.

Room Attendant Training is the second scheduled programs which is a great opportunity to prepare for certification by the Educational Institute of American Hotel and Lodging Association 'EI-AHLA' as Hospitality Skills certification for Guest Room Attendant. The training took place in December 2-3, 2005 at Thalita Kumi School in Bethlehem, and administered by Palestinian Hospitality & Tourism Resource Center (PHTRC).

Training Partners and expert Credentials:

Palestinian Hospitality & Tourism Resource Center (PHTRC) serves Palestinian tourism professionals by connecting them with vocational and academic development resources and tools. The center is equipped with how-to resource, such as training manual and video, textbooks, internationally recognized certification programs and tourism industry publications. The center houses a comprehensive, customized database for the hotel industry in Palestine and offers business support services to members and partners in the tourism field.

PHTRC is owned and managed by the Arab Hotel Association, a non-profit officially registered organization representing Palestinian hotels throughout the Holy Land.

The Training was conducted by Mr. Yusef Daher, the Director of Arab Hotel Association.

Training Goals:

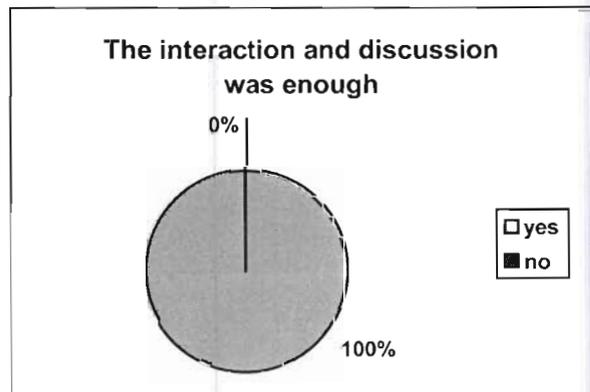
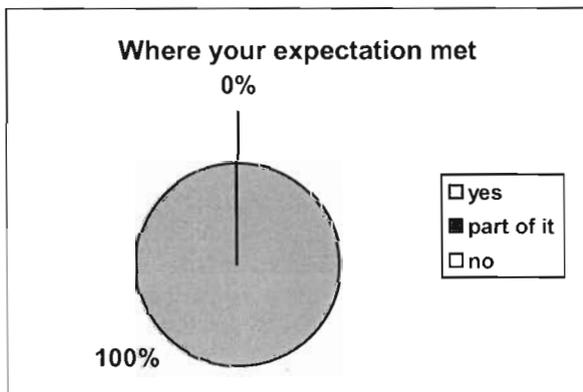
The training aims to Improve and develop Palestinian hospitality skills in addition to upgrading the marketing edge of the hospitality sector in Palestine as it is designed to increase professionalism in the service field.

Detailed workshop agenda is in annex 1.



Achievement of planned key Performance indicators:

- 15 participants representing a variety of professional hotels from Jerusalem, Ramallah and Bethlehem attended this training, majority of which are from the targeted group - line level staff.
- 100% of the participants believed that they will be able to execute the knowledge gained in their workplace.
- As per evaluation forms filled out after the completion of the workshop, the following were the main evaluation outcomes



The participants in the training program:

The program's main target group is the line level staff in the hospitality and tourism industry. 15 participants from West Bank attended the training majority of which are from the targeted group.

Participants Names:

	Name	Institution
1	Mohammad Mashahreh	Al-Zahra Hotel/Jerusalem
2	Suliman Ghannam	Grand Park/ Ramallah

3	Ahmad Kunbor	7 Arches/ Jerusalem
4	Samer	7 Arches/ Jerusalem
5	Mohammad A'baiat	7 Arches/ Jerusalem
6	Raed A'baiat	7 Arches/ Jerusalem
7	Mohammad Sharfa	7 Arches/ Jerusalem
8	Habis Alessa	Star Hotel/ Bethlehem
9	Russlan Mkrker	Bethlehem University
10	Michael Shaheen	Gloria Hotel/Jerusalem
11	Jenia Demetriads	Gloria Hotel/Jerusalem
12	Fadi Noaser	Gloria Hotel/Jerusalem
13	Anwar Al-saras	Bethlehem Hotel
14	Rawan Alshaer	Bethlehem Hotel
15	Joseph Canavati	Alexander Hotel

OUTCOME:

After completion of the seminar the participants were able to perform the following tasks with greater measure of confidence while delivering optimum customer service:

1. Demonstrate good guest service techniques.
2. Demonstrate effective communication and team building skills.
3. Demonstrate safety and security competence.
4. Provide quality service before the guest arrives.
5. Demonstrate superior service while the guest is on property.
6. Provide service after the guest checks out.

Annex 1: Agenda

Topics of Seminar:

- ❖ **How to use the handbook & definition of room attendant.**
- ❖ **Personal Interaction techniques**
 1. Benefits of "Exceptional" Service.
 2. Personal Service Techniques.
 3. Personal Service Techniques.
 4. Communication and Team Building Skills.
 5. The Americans with Disabilities Act.
 6. Effective Telephone Skills.
- ❖ **Safety and Security Techniques.**
 1. Safety Techniques.
 2. Security Techniques.
- ❖ **Providing Service Before the Guest Arrives.**
 1. Organize Housekeeping Carts.
 2. Understand Room Assignment sheets and Guest Room Amenities
 3. Understand Room Status Terms.
 4. Understand the Procedure For Cleaning a Guest Room.
 5. Case Study.
 6. Maintenance a Guest Information Directory.
 7. Understand Par Levels of Linen and Supplies.
 8. Understand Housekeeping Equipment.
- ❖ **Providing Service during the Guests Visit.**
 1. Handle Special Requests.
 2. Performing Special Services.
 3. Provide Information for the Guest.
 4. Handling Guest Complains and the Irate Guest.
 5. Handling the Irate Guest.
 6. Handling Guest Complaints.
 7. Provide Security.
 8. Reporting Maintenance Requests.
 9. Handle Emergencies.
 10. Handling Unusual Situations.
- ❖ **Providing Service after the Guest Leaves.**
 1. Tip Reporting
 2. Maintain Security and Key Control.
 3. Complete End-Of-Shift Duties.
- ❖ **Employee action plan.**



"RESTAURANT AND BEVERAGE SERVICE"

Jerusalem

Starting 10 Dec, 05 - 23 Jan. 06

Funded By:



Background:

In cooperation with PHTRC/AHA, and with the support of the Islamic Development Bank (IDB) and The United States Agency for International Development (USAID), PalTrade held 6 sessions of the Notre Dame training program, for Restaurant and beverage servicing. The first session took place on the 10th of December, 2005.

The aim of the course was to develop new skills for Restaurant line level employees at hotels and Restaurants. It was also a refreshing course for employees at different fields.

Training Goals:

The training aims to Improve and develop Palestinian hospitality skills in addition to upgrading the marketing edge of the hospitality sector in Palestine as it is designed to increase professionalism in the service field.

Detailed workshop agenda is in annex 1.



The participants in the training program:

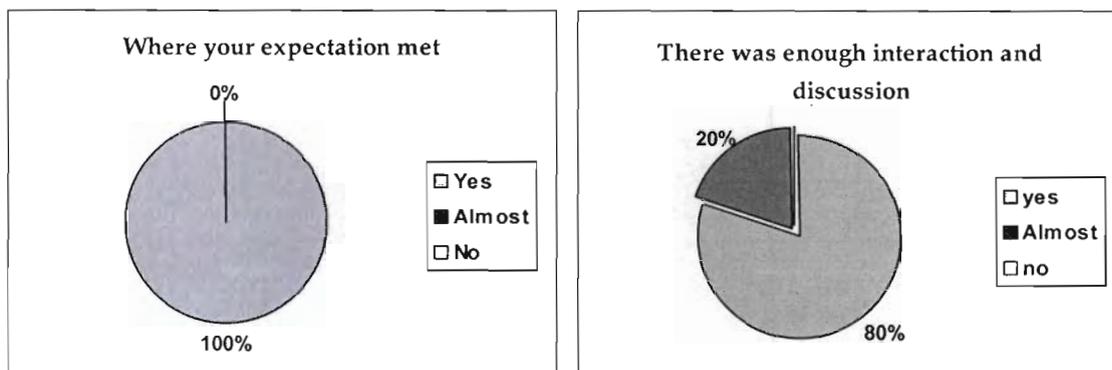
The program's main target group is the line level employees at hotels and Restaurants. 11 participants attended the training, the majority of which are from the targeted group

Venue:

It was attended by 11 participants representing a variety of Institutions from Jerusalem. Intensive training went on for 6 days starting in 10 Dec, 05 till 23 Jan 2006 from 4:00 -6:00 pm at Notre Dame Center in Jerusalem. Upon completion the participants were certified by the Notre Dame Center and the Arab Hotel Association for completion of the course.

Key Performance indicators:

- The Number of participants was 11, majority of which are from the targeted group - line level employees.
- As per evaluation forms filled out after the completion of the workshop, the following were the main evaluation outcomes:



Training course main subjects:

Restaurant & Beverage Service 6 session's titles are:

1. Sales & marketing - For hotels and Food & Beverage operations.
2. Restaurant and Beverage service 1.
3. Restaurant Service 2.
4. Beverage Service 2.
5. Grooming & Hygiene.
6. Ethics - Handling guest complaints & guest satisfaction.

Participants Names:

	Name	Address
1	George Kawas	Gloria Hotel
2	Nawaf El Hilu	Jerusalem Hotel
3	Khalil Hallak	Jerusalem Hotel
4	Abed Siam	Golden Walls
5	Sawsan Abu Rajab	Golden Walls
6	Ashraf Abu Elhawa	Seven Arches
7	Ismael Jewehan	Seven Arches
8	Waleed Abu Farha	Seven Arches
9	Anear Ramadan	Four Seasons Restaurant
10	Samer Abu Sneineh	Four Seasons Restaurant
11	Firas Izhiman	Holyland Hotel

Annex 1: Agenda

Training Seminar Outline

1. Demonstrate good guest service techniques.
2. Set up the Restaurant for service.
3. Stock and Maintain side stations
4. Fold Napkins
5. Prepare Breads and Bread Baskets or Trays
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8. Work Efficiently
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20. Take Food Orders
21. Serve Bread and Butter
22. Prepare Ice Buckets
23. Serve the Meal
24. Check Back to the Table
25. Respond to Dissatisfied Guests
26. Maintain Tables
27. Sell After-Dinner Items
28. Prepare Takeout Items
29. Prepare the Guest Check
30. Settle Guest Checks and Thank Guests
31. Clear and Reset Tables
32. Handle Soiled Restaurant Linens
33. Inventory, Requisition, and Restock Restaurant Supplies



"SUPERVISORY SKILL BUILDERS"

Bethlehem

December 16, 23&29, 2005

Funded By:



Background:

In cooperation with PHTRC/AHA, and with the support of The Islamic Development Bank and USAID, PalTrade has continued its efforts to update and further develop Palestinian hospitality skills through professional training programs.

The Supervisory Skill Builders training program is one of the scheduled programs. In this program, individuals will have an opportunity to develop and upgrade their supervisory skills and to better understand and practice the skills needed to be more efficient supervisors.

Training Partners and expert Credentials:

Palestinian Hospitality & Tourism Resource Center (PHTRC) serves the Palestinian tourism professionals by connecting them with vocational and academic development resources and tools. The center is equipped with how-to resource, such as training manual and video, textbooks, internationally recognized certification programs and tourism industry publications. The center houses a comprehensive, customized database for the hotel industry in Palestine and offers business support services to members and partners in the tourism field.

PHTRC is owned and managed by the Arab Hotel Association, a non-profit officially registered organization representing Palestinian hotels throughout the Holy Land.

The Training was conducted by Mr. Awni Insheiwat, Certified Hospitality Administrator.

Training Goals:

The training aims to Improve and develop Palestinian hospitality skills in addition to upgrading the marketing edge of the hospitality sector in Palestine as it is designed to increase professionalism in the service field.

Detailed workshop agenda is in annex 1.

The participants in the training program:

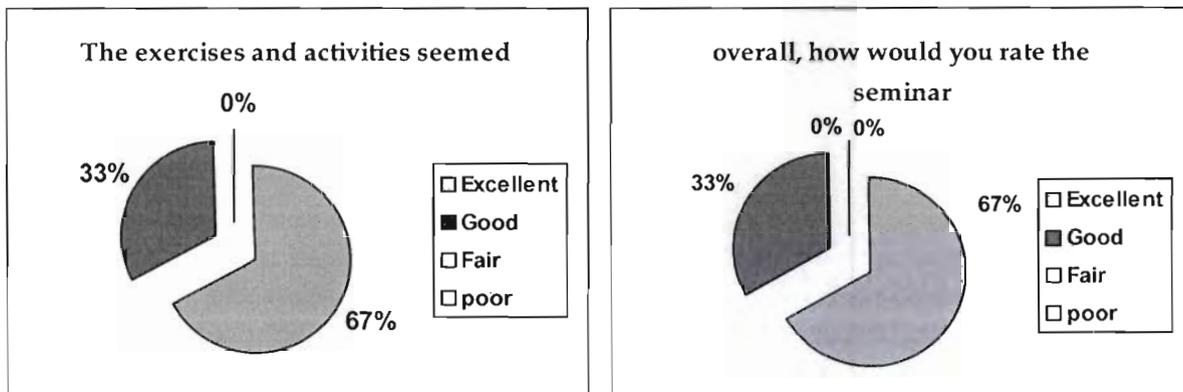
The program's main target group is the Supervisor level staff in the hospitality and tourism industry. 9 participants from West Bank attended the training, the majority of which are from the targeted group

Venue:

It was attended by 9 participants representing a variety of Institutions from Jerusalem, Hebron and Bethlehem. Intensive training went on for three intensive days 16th, 23rd and 29th December 2005 the sessions from 2:00-6:00 pm at Talitha Kumi School in Bethlehem.

Key Performance indicators:

- The Number of participants was 9, majority of which are from the targeted group -Supervisors level staff.
- 90% of the participants believed that the information in this seminar will help them to become a more effective supervisor.
- As per evaluation forms filled out after the completion of the workshop, the following were the main evaluation outcomes:



Training course main subjects:

Supervisory Skill Builders is a nine-workbook series covering topics identified as priorities for supervisory development in an industry survey. The workbook titles are:

1. You as a Supervisor
2. Leadership
3. Time management
4. Improving Communication
5. Handling Problems and Conflict
6. Conducting Orientation and Training
7. Motivation and Team Building
8. Staffing and Scheduling
9. Improving Employee Performance

9 EI-AHLA of each conducted workbook were distributed, together with Leading Training Activities such as Flip Charts, and guided discussions. also

included are directions for using some pages in the workbook and supplemental activities that extend the seminar learning experience. Upon completion, the participants were informed about the continuation of this program through applying for the exam and certificate for AHLA.

Participants Names:

#	NAME	INSTITUTION
1	Walid Arja	Everest Hotel
2	Hani Albaia	Golden Walls
3	Issa Nimmer	Golden Walls
4	Rami Al-Jabari	
5	Alla' Abudayya	
6	Shireen Saadeh	Jerusalem Hotel
7	Ramzi Hijazi	Jerusalem Hotel
8	Joseph Canavati	Alexander Hotel
9	Mai Odeh	PHTRC/AHA

Annex 1: Agenda

Training Seminar Outline

YOU AS SUPERVISOR

1. Understand the importance and responsibilities of supervisors in the foodservice industry.
2. Identify the functions of management and understand how these functions fit into your job.
3. Understand how appearance, manners, ethics, and self-esteem affect your job performance and that of your staff.

CONDUCTING ORIENTATION & TRAINING

1. Use orientation as an opportunity to welcome new employees to the operation team.
2. Identify which knowledge and skills are needed for employees to perform job tasks.
3. Effectively train employees to perform their job tasks.
4. Lead good training and staff meetings

STAFFING AND SCHEDULING

1. Follow the steps in the recruitment and selection process.
2. Effectively plan, conduct, and follow up an interview.
3. Understand the value of forecasting in the scheduling process.
4. Use a staffing guide effectively.
5. Plan and evaluate an employee work schedule.

WHAT WILL SUPERVISORY SKILL BUILDERS SERIES DO?

The Supervisory Skill Builders workbooks will help to:

1. Do your job better
2. Solve everyday workplace problems
3. Build confidence and self-esteem.
4. Improve your potential for promotion
5. Gain respect
6. Learn more about the foodservice industry
7. Improve your earning power.
8. Understand your supervisory responsibilities.



PALTRADE

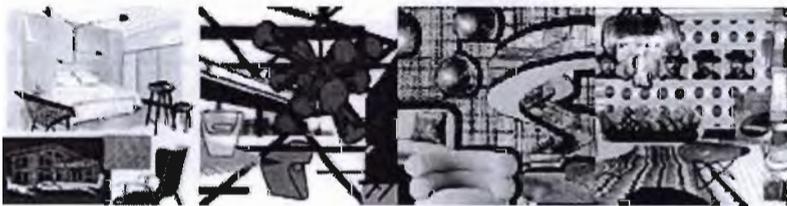
PALESTINE TRADE CENTER

EVENT REPORT

**PALESTINIAN STUDY TOUR TO
"HEIMTEXTIL & IMM COLOGNE"**

FRANKFURT - COLOGNE / GERMANY

JANUARY 09-19, 2006



Report Prepared by:
Palestine Trade Center – PalTrade

January 29, 2006

1- INTRODUCTION:

PalTrade has participated in Heimtextil and IMM Cologne exhibitions in Germany between Jan 9th and Jan 19th, this participation aimed at reinforcing the cooperation relations with The Swiss Import Promotion Program (SIPPO), exploring SIPPO's provided services and support to exhibitors from developing countries and studding



potential Palestinian participation at SIPPO's exhibitions. PalTrade has additionally exploited this mission to study global trends in home textile and furniture industries.

2- STUDY TOUR OBJECTIVES:

- 1- Organize exhibition business relations with SIPPO (2006-2007), identify Palestinian participation opportunities and set up registration system,
- 2- Explore market trends and updates at the textile and furniture industries.

3- SIPPO, THE SWISS IMPORT PROMOTION PROGRAMME

SIPPO is a program meant to promote imports from emerging markets and markets in transition towards Switzerland and the European Union and operates under the patronage of seco, the State Secretariat for Economic Affairs. A varied package of services has been developed for trade promotion organizations and manufacturers of a selected number of countries.



On the basis of expected market opportunities, SIPPO offers an import promotion program on home textiles, IMM Cologne and other exhibitions in Europe. The program consists of a supported participation at the above mentioned fair and assistance during the trade fair.

4- FUNDING & SUPPORT:

The study tour was made possible through the generous support and contribution of USAID. Equally important to note is the contribution of SIPPO in covering partial items in the activity budget.



5- ABOUT THE HEIMTEXTIL:

Heimtextil: Worldwide, it is the first trade fair of the year for home and contract textiles in the heart of Europe. This trade fair justifies its reputation as the industry's number one meeting point. With a total of ten categories in the product sectors, each year in January, Heimtextil sets a benchmark for variety in width and depth. Its concept, however, goes well beyond that of a trade and order platform. Besides 'big business', Heimtextil is characterized by consistent high quality and surprising innovations. Two aspects which touch and inspire the specialized visitors' senses in exclusively designed high-quality areas once and once again. Rounded off by many events, Heimtextil communicates well-founded order security and serves as indicator towards trend-oriented products and all developments in the industry.



HEIMTEXTIL IN FIGURES

Exhibition date: 11-14/01/2006

No. of Exhibitors: 2,812 (510 from Germany)

No. of visitors: 89,073 (35,686 from Germany)

Net Exhibition Space: 140.520 sqm

Products Groups: Deco & Style, Sit & Feel, Sun & Shadow, Floor & More, Wall & Décor, Sleep & Dream, Kitchen & Culture, Fresh & Splash, Atelier & Design, and Service & Technology.

6- TRENDS AND TENDENCIES AT HEIMTEXTIL 2006

Four different material types characterize the four home trend themes:

Emotions in Wood

Sleek Scandinavian design and woods such as beech, teak and jacaranda are symbolic of the "Emotions in Wood" home interior. There are many ways to process wood, which crops up in compressed, glued, painted and recycled form. Reed is another important material. Nature is the characteristic feature of the fabrics: cotton and linen with reduced designs, dobby and shaft weaves, faux-linen created with effect yarns, batiste, nattés, etamine and cotton twill, distinctive for their structured, dry, grainy qualities. The colors are also borrowed from nature, with a misty, soft look provided by the palest of browns, accented by an ultra-dark brown. Mini-designs, stripes, checks and feather drawings are the patterns attributed to this character type. The concepts behind this style come from Frank O. Gehry, Alvar Aalto, Hans Wegner, Klaare Klingt and Bruno Matthson.



Reflections in Metal

This interior expresses a masculinity and architecture-based, straight-line quality. "The metal type builds afresh, shows a preference for glass, stone, mirrors and adores the richness of textiles", Gunnar Frank explains. The source of inspiration here is modern, contemporary architecture, with names like Marcel Breuer, Eileen Gray, Mies van der Rohe, Ron Arad, Herzog & de Meuron, Future System and Rem Koolhaas worthy of mention. The fabrics are highly experimental, dominated by a glossy synthetic look, combined with open effects and special added, bionic-based functions. A plethora of plain and high sheen fabrics, mesh looks, sandwich effects and double face also play a role. Colors are rich and bold. Deep blue and pure white project themselves over subdued color nuances. "Dark brown is tomorrow's new black", says Frank in conclusion.



Elegance in Textile

Elegant homeliness, a passion for stylish combinations and the fusion of chic tradition and modern design characterize this living trend. Top-quality materials, among them silk, wool and leather, are used, complemented by woven effects like sherry, brocade, taffeta, moiré, jacquard and satin. Other popular fabrics include bouclé, tweed and chenille-effect, velour, velvet, cord, trimmings and embroidery. Joe Colombo, Tom Dixon, Jasper Morrison, Pierre Paulin



and Ulmeda act as the role models for this style. Characteristic of these designs are grandiose sets, inspired by Art Deco and the golden age of the 1920s. Generous decoration, floral and fairytale motifs belong to the rich repertoire of this style. Colors are dark and intense, creating a matte, shimmer effect, with caramel playing a prominent role.

Dynamic in Plastic

Acrylic sofas and chairs, large designs and plenty of color are the distinctive features of this style for living, which is marked by the sixties and seventies, as well as by cutting-edge technology and materials like plastic, which are also "mise en scene" together with wood, steel and fabric. Here Vernon Panton, Enzo Mari, Shiro Kuramata and Jana Arfield serve as the source of inspiration. According to Gunnar Frank, "Yellow, terracotta and green form the basis for these designs, the colors are lively and intense and there's a touch of humor over all of it". The fabrics are basic, everyday materials and mixed weaves, printed and embellished with pearl embroidery, appliqué animal motives and folkloristic applications and trims. Embroidery products create a 3-D effect. There are also plastic-coatings, foam-backs, bonded fabrics, crochet-look, and crude wool embroidery, hand-finishing and experimental techniques. Folklore elements taken from foreign cultures come together again in the designs. In addition, gimmicks and inspirations from American advertisements serve as the motifs for the printed designs. Op-art, pop-art and hand-printed African effects, plus Brazilian and Mexican folklore, are just as much in evidence as influences from the cinema, theatre and sport.



7- ABOUT IMM COLOGNE:

Imm cologne is the of the world's leading trade fair for the furnishing sector. imm cologne is the first event to present the latest home trends for Europe and overseas. Thanks to its division into main product groups, the transparency of the goods on display is high.



Imm cologne offers visitors a product spectrum of wide scope and depth. imm cologne now features furniture, lighting, accessories, home textiles, carpets and other items for the home. In odd-numbered years at imm cuisinale, international suppliers of kitchen furniture and electrical built-in units present their innovative products and services for the modern fitted kitchen

IMM IN FIGURES

Exhibition date: 16-22/01/2006

No. of Exhibitors: 1,333 (from 50 countries)

No. of visitors: 130,000 (from more than 100 countries)

Gross Exhibition Space: 285.000 sqm

Products Groups: Modern Design Furniture, accessories, textiles, lighting, complete living philosophies
Modern living and bedroom furniture, solid wood furniture, period and reproduction furniture

8- TRENDS AND TENDENCIES AT IMM COLOGNE 2006

Home furniture and furnishings are generally becoming more colourful. This trend towards more colourfulness at home confirms the growing need for a feeling of well-being, but also the fun associated with home furniture and furnishings for an ever-increasing number of people. Furniture is generally becoming more flexible, more individual and more adaptable. Therefore in this connection, there is hardly a single upholstered furniture item which cannot be shortened, lengthened or adjusted in some way. The bench is once again really trendy. As far as the upholstery cover fabrics are concerned, alongside the colourful plain versions we also find floral patterns. The theme of flat-screen TVs and multimedia dominates the case furniture sector. The flatter screen is also resulting in a reduction of the shelf and cupboard dimensions, which in turn is leading to increased living space becoming available. The forthcoming World Cup Finals have inspired the designers to create football furniture. Special ball-shaped seating furniture, football-pitch carpets or a whistle-shaped chair are catering for the niche of dyed-in-the-wool football fans.



9- STUDY TOUR ACHIEVEMENTS:

Highlighted achievements of this mission are typified in the following items:

- Extensive exposure to exhibitors' participation criteria, procedure and conditions (within SIPPO's program),
- SIPPO's acceptance for Palestinian participation at Tendence Lifestyle 2006 (handicraft), Heimtextil 2007 (home textile) and IMM Cologne 2007 (furniture); participation has to follow SIPPO's terms and procedure.
- Clear understanding for communication and cooperation terms between SIPPO and PalTrade, and
- Clear understanding for global trends (2006/2007) in both furniture and home textile industries.

10- RECOMMENDATIONS:

PalTrade is recommended to reinforce cooperation with SIPPO, which shall draw good opportunities for Palestinian participation at elite European exhibitions, cooperation is recommended to start at moderate scale of display and to expand gradually to cover major sectors in Palestine.

Given the remarkable display and opportunities at the visited exhibitions in Germany, PalTrade is recommended to consider organizing trade missions to Heimtextil and IMM Cologne for the Palestinian companies; such opportunities would indeed to increase their awareness in the global emerging trends and tendencies.



PALTRADE

PALESTINE TRADE CENTER

EVENT REPORT

FRUIT LOGISTICA: International Trade Fair for Fruit and Vegetable Marketing

Berlin/Germany

February 2nd – February 4th, 2006



Report Prepared by:

Trade Promotion Department

Palestine Trade Center – PalTrade

Introduction

Germany is located at the heart of Europe and considered the world's number one trade fair center. About two thirds of the leading international trade fairs are held in Germany which means 130-150 international trade fairs held annually. The success of trade fairs made in Germany can be attributed to the following factors: High professional standards of the organizers, global marketing for exhibitors and visitors alike, the largest share of foreign participants anywhere in the world, long term concepts coordinated with business and industry and the highest standards in technology and service. Germany leads the EU in Fruit and Vegetable imports and it is the largest consumer market of Fruit and Vegetable.

FRUIT LOGISTICA 2006

Fruit Logistica 2006, International Trade Fair for Fruit and Vegetable Marketing . Fruit Logistica 2006 considered as the biggest trade fair in its kind all over the world, takes place from 2 to 4 February 2006 at the exhibition centre in Berlin.

Fruit Logistica 2006 registered 1373 exhibitors from more than 100 different countries and a total of 35 000 visitors . This means that the figures reached at the last Fruit Logistica in 2005 were exceeded considerably.

This trade show provides industries involved in fruit trading an opportunity to present their range of services from growing to selling. One of the main attractions of FRUIT LOGISTICA is that it is a compact, highly effective show focusing on specific target groups. In particular, it offers third-world exhibitors marketing "exotic" produce as well as newcomers from Central and Eastern Europe an excellent venue for presenting their products to an international trade public and establishing new business contacts. Perishable fresh produce, fruits and vegetables make tough demands on logistics management. In addition to products, FRUIT LOGISTICA introduces the technical know-how and skills required for effective logistics. Retail POS handling of fruit and vegetables is also a key theme of the show.

The range includes unprocessed fruit and vegetables, dried fruit, nuts, spices, biological produce, flowers and plants for self-service outlets. A technical centre showcases hardware for produce packaging, storage, transport, shipping and display. A services market offers computerized solutions for logistics management, transport company services, marketing know-how for the green assortment, training and further education, trade forums.

Identical with exhibitor target groups - this show has the nature of an exchange market where trade visitors have the opportunity to approach exhibitors with their services and products. Target groups include growers, fresh produce importers and exporters, wholesale markets, wholesale and retail outlets, packing, shipping and disposal companies, institutions, associations

PalTrade's participation at the FRUIT LOGISTICA was originally intended to be a market exploitation mission. However, after several companies expressed serious interest in either Exhibiting or attending as trade visitors, the event scope changed.

Attending the Fruit Logistica was a great opportunity for Palestinian companies to both meet potential buyers and penetrate the German market as well as to learn from experiences and competitive brands.

Organized by the Palestine Trade Center, the event was made possible by the generous funding from SIPPO and USAID, A total of three Participants in the event . The Palestinian pavilion was 20 sqm. Palestine Economic Development Company, the only Palestinian exhibitor occupied a total of 17 sqm with PalTrade booth occupying the remaining space. It was hoped that more companies would be interested in exhibiting but this event occurred very close

As organizers of the Palestinian participation, PalTrade organized all the logistical preparations for the event. From travel and shipping logistics to booth construction and developing the appropriate marketing collaterals and giveaways.

Delegation Program:

- Tuesday 31/2/2006: Arrival to Berlin
- Wednesday 1//2006: Seminar & Set-up of the Booth
 - **Sippo Seminar:** the delegation participated in Sippo Seminar that was held on 1/2/06 . This was facilitated by an introductory half-day seminar on Fruit Logistica 2006, which about 35 businessmen participated where Mr. Thomas Sporrer / Project Manager and Ms. Myrijam Fuchs / Project Assistant from Swiss Import Promotion Programme – Sippo, the Seminar Subject was Successful Trade Fair participation & Market Information, followed by lunch, offered by SIPPO
 - **Set-up of The Booth :** after the Seminar the delegation went to the Exhibition Hall, In less than 8 hours, the Booth was built in addition to set-up decoration and samples display
- Thursday 2/2/2006: Exhibition
- Friday 3/2/2006: Exhibition
- Saturday 4/2/2006: Exhibition
- Sunday 5/2/2005: Departure



Meeting

PalTrade staff realized meeting with Swiss Import Promotion Programme to discuss potential cooperation with PalTrade in several aspects, mainly concentrated in Trade Fair and vocational training as explained here after:

Sippo– Swiss Import Promotion Programme

Date: Friday 3 February 2006

Time: 14:00 pm – 15:30 pm

Venue: Fruit Logistica -Exhibition Hall

Sippo -As one of the economic development instrument of the State Secretariat for Economic Affairs (seco), SIPPO sustain ably and effectively promotes the competitiveness of emerging markets and markets in transition. By using trade promotion Programme and the associated matchmaking instruments, SIPPO helps small and medium-sized enterprises in emerging markets and markets in transition to enter the Swiss and European Union market, and provides Swiss importers with assistance in finding new products, new suppliers and new sourcing markets. SIPPO pays close consideration to the environmental compatibility of the products in question, and to the social policies of the manufacturers based on the Global Compact's ten principles in the areas of human rights, labour, the environment and anti-corruption.

The Swiss Import Promotion Programme has identified following trade sectors as its main field for action in export promotion for emerging markets and markets in transition. In addition, individual requests for search of clients, partners etc.

Attendees

- Mr. Thomas Sporrer, Project Manager, Sippo
- Ms. Myrijam Fuchs, Project Assistant, Sippo
- Mr. Samer Taher, Trade Promotion Officer, PalTrade.

Meeting Objectives

- To promote PalTrade as Palestine Trade Promotion center.
- To discuss potential future cooperation with PalTrade, mainly in Trade Fair

Meeting Outputs

Sippo representative demonstrates interest in any potential cooperation with Paltrade in matchmaking opportunities with Swiss and/or European partners and to facilitate the Palestinian participation in their activities.

Participation Highlights:

- Palestine Economic Development Company - PED booth attracted many visitors including fresh fruit and Vegetable experts, importer and distributor companies
- PED attracted people through offering food tasting which was very successful. The products included cherry Tomato and paprika different types
- Participants attended a short training course on Successful Trade Fair participation & Market Information which was extremely useful.
- More than 5 companies, mainly importers, showed interest in buying Palestinian fruit and vegetable. The company is following up with them.

Achievement and outcome:

The Palestinian Delegation participated in the Exhibition under one pavilion called "Palestine" for the first time ever in an exhibition in Germany.

The exhibition was a real chance to Palestinian companies to exhibit and meet potential clients in an important and growing market like Germany.

We think that the contacts that have been made during the show will lead to business deals for the Palestinian companies.

We also think that the Palestinian Products have also a big chance in this huge market.

We also think that a good follow up is needed to contact other potential buyers in the EU Countries.



Macedonia	Alma Hajro Dooer
Macedonia	Agropelagonija
Ecuador	Terrafertil
Ecuador	Equinox Buisness Ltd
India	Elements Homestead Products Pvt.
Jordanian	Dates of Jordan
Jordanian	JEPAF
Palestina	Paltrade- Palestine Trade center
Ghana	GAFEA
Ghana	Jokee Scientific Farms
Ghana	Univec Complex Ventures
Bulgaria	Troyan Commerce
Bulgaria	Detelina-Vincheva
Serbia & Montenegro	Marni D.O.O
Serbia & Montenegro	Faktor Ltd







“NAVIGATING EXPORT PROCEDURES WORKSHOP”



2006

Tulkarem- Bethlehem, Qalqilya, Jericho and Gaza

Funded By:



Background:

Due to the great success of the export procedures workshops that were conducted during the months of November and December 2005 in four West Bank cities, including: Hebron, Ramallah, Nablus and Jenin, and due to the great importance of the export process in achieving economical development, and to increasing trends in seeking international markets by Palestinian companies, Palestine Trade Center (PalTrade) in cooperation and support by the Islamic Development Bank (IDB) and the USAID has organized this Workshop during April and May 2006, in the remaining five main cities, including: Tulkarem, Bethlehem, Qalailia, Jerich and Qaza.

Workshop objectives:

To give representatives of participating companies a better grasp on overall Export procedures, including the understanding of different economic agreements which influence their businesses, In addition to the agreements on internal & external crossing points.

The participants in the workshop:

The program's main targeted group is the General Managers & Marketing Managers in the private sector companies.

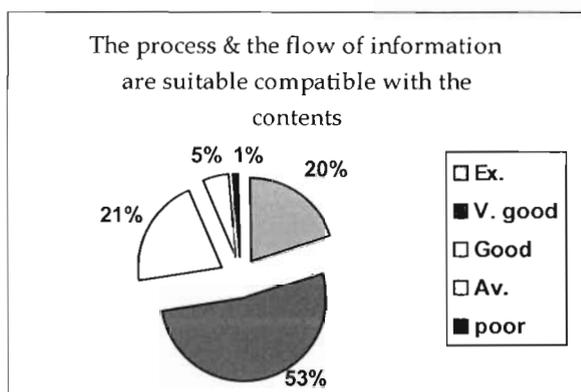
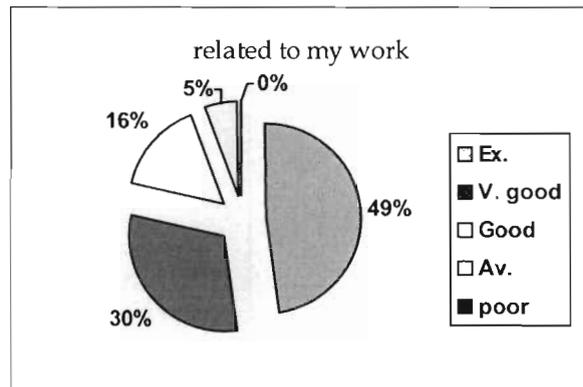
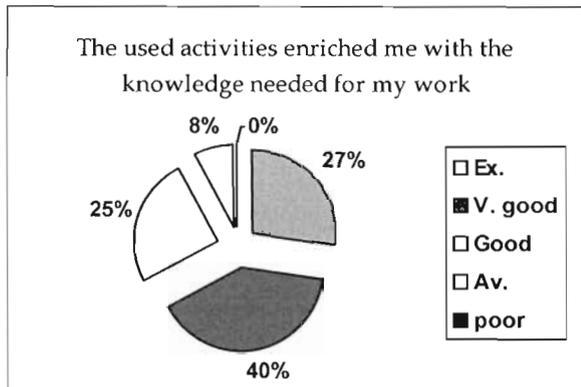
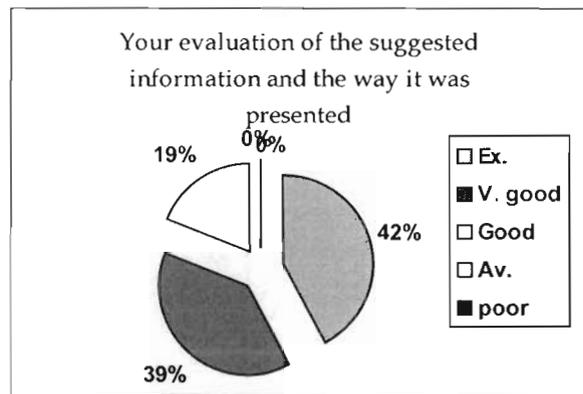
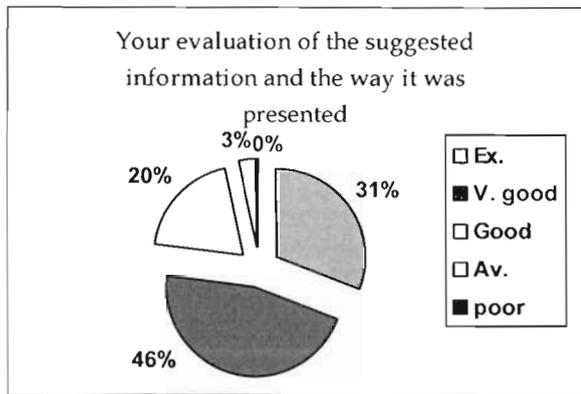
Venue:

The workshops were held for one day in the Chamber of Commerce and Industries in each city, to insure that most of the exporters companies know this information. The workshops were conducted as following:

1. Tulkarem 12/4/2006
2. Bethlehem 1/4/2006
3. Qalqilya 19/4/2006
4. Jericho 23/4/2006
5. Gaza 2/6/2006

Achievement of planned key Performance indicators:

- The number of the participants attending reached 120, the majority of which are from the originally targeted group.
- The positive evaluation from the participants:



- After the closing of the workshops, each participant received a CD that included the relevant economic agreements.

Workshops strengths:

1. During the workshops the participants succeeded in defining their problems and the internal and external difficulties they were facing during the export process.
2. At the end of the workshops the participants showed their interest in the continuation of such workshops, where they have a great influence on the awareness of the Palestinian resources, contribution in creating sophisticated export processes and meeting the ever changing demands.



Recommendations:

1. The participants recommended extending the workshop time, to better cover the ascribed materials.
2. Discussing the details of the agreements with the countries and the way to deal with these agreements.



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