

تلخيص

# STIMULATING TECHNOLOGY MARKETS TO TACKLE URBAN UNEMPLOYMENT

*Insights from the Occupied Palestinian  
Territories*

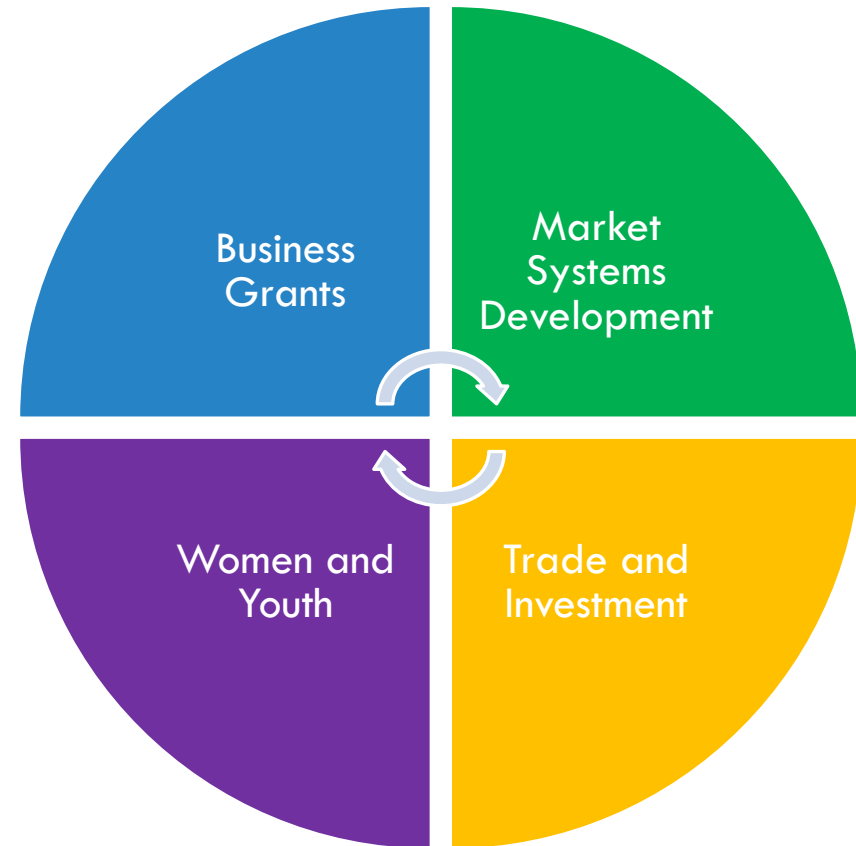
DFID-EU Palestinian Market Development  
Programme

Implemented by DAI



# PALESTINIAN MARKET DEVELOPMENT PROGRAMME

- Economic competitiveness
- Financed by: DFID & EU
- £20m, 5-yrs (2013-18)
- 4 Components
- Objectives:
  - Business sales
  - Job creation
  - Address systemic constraints
  - Improved enabling environment



# MARKET SYSTEMS DEVELOPMENT ON PMDP

- DFID desire to test market development approach in Palestinian context
- Objective: pilot market-based solutions to systemic constraints by introducing innovative business models
  - IT Services
  - Tourism
  - Agriculture
- £1m portfolio of catalytic grants
  - Business fundamentals
  - Partner co-investment
  - Long-term sustainability

## Market Development Advisors



Abdallah  
Salameh,  
ICT-Tourism



Maha  
Hayek,  
Agriculture



Younes  
Yameen,  
Agriculture



Mohammed  
Khilla,  
Agriculture

# IT SERVICES

## ■ IT/IT Enabled Services

- Stimulating export of software development, testing, and business process services.

## ■ IT Workforce Development

- Encouraging firms to invest in addressing skills gaps through training recent graduates

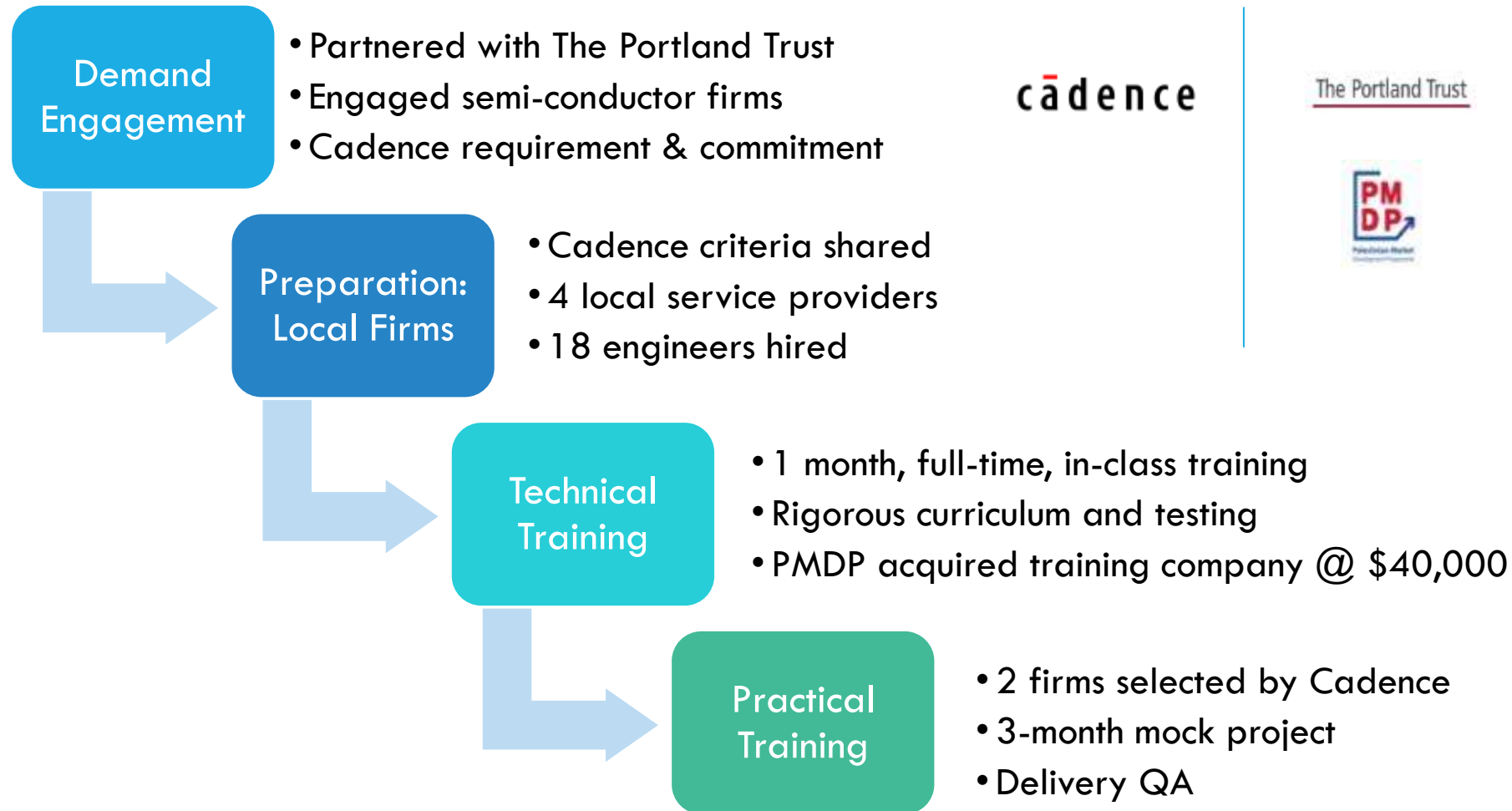
## ■ IT Education

- Assist forward-looking universities to review education delivery and invest in applied learning

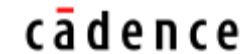
# GROWTH OPPORTUNITY: TESTING MICROCHIP DESIGN

- Microchip design is tested and validated using software tools
- Portland Trust 2016: Complex chip design increasing testing demand
- \$313B global semi-conductor industry, 9% p.a. growth
- Shortage ~5000 engineers worldwide, regional: ~400
- ~ 50 semiconductor companies in region
- Good skills match, additional requirement trainable
- Palestinian cost base competitive: 50-75% lower
- Palestinian IT companies looking to grow, but lack access, risk averse

# INTERVENTION



Buyer



Facilitators



Service Providers





# RESULTS

**\$100,000**

Contract awarded by  
Cadence to Proineer

**2**

Participating firms able to  
secure buyers

**Cadence**

Expanding procurement from  
oPT, follow-on contract

**\$65,000**

Private investment in staffing  
and training

**20**

Engineers employed in chip  
design testing

**Intel**

Investing \$60,000 in applied  
circuit design testing lab



# EXIT AND SUSTAINABILITY

## 1. Stimulate core group of commercial service providers

- Demand: 2 leading semiconductor firms looking to procure
- Supply: 3 leading local firms, Progeneer, Asal, Exalt

## 2. Enhance talent pool at Palestinian Universities

- Integrate chip design testing skills to educational system
- 2 universities launching chip design testing labs

# THANK YOU!

For more information:

- [www.pmdp.ps](http://www.pmdp.ps)
- [https://twitter.com/PMDP\\_Palestine](https://twitter.com/PMDP_Palestine)