

تلخيص

STIMULATING TECHNOLOGY MARKETS TO TACKLE URBAN UNEMPLOYMENT

*Insights from the Occupied Palestinian
Territories*

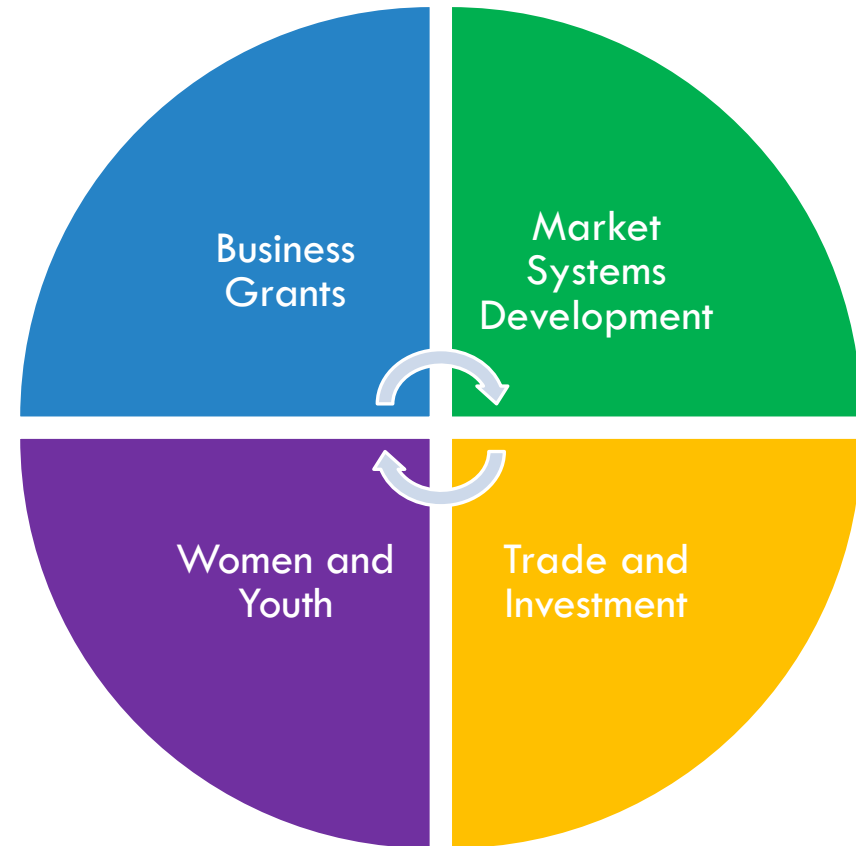
DFID-EU Palestinian Market Development
Programme

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

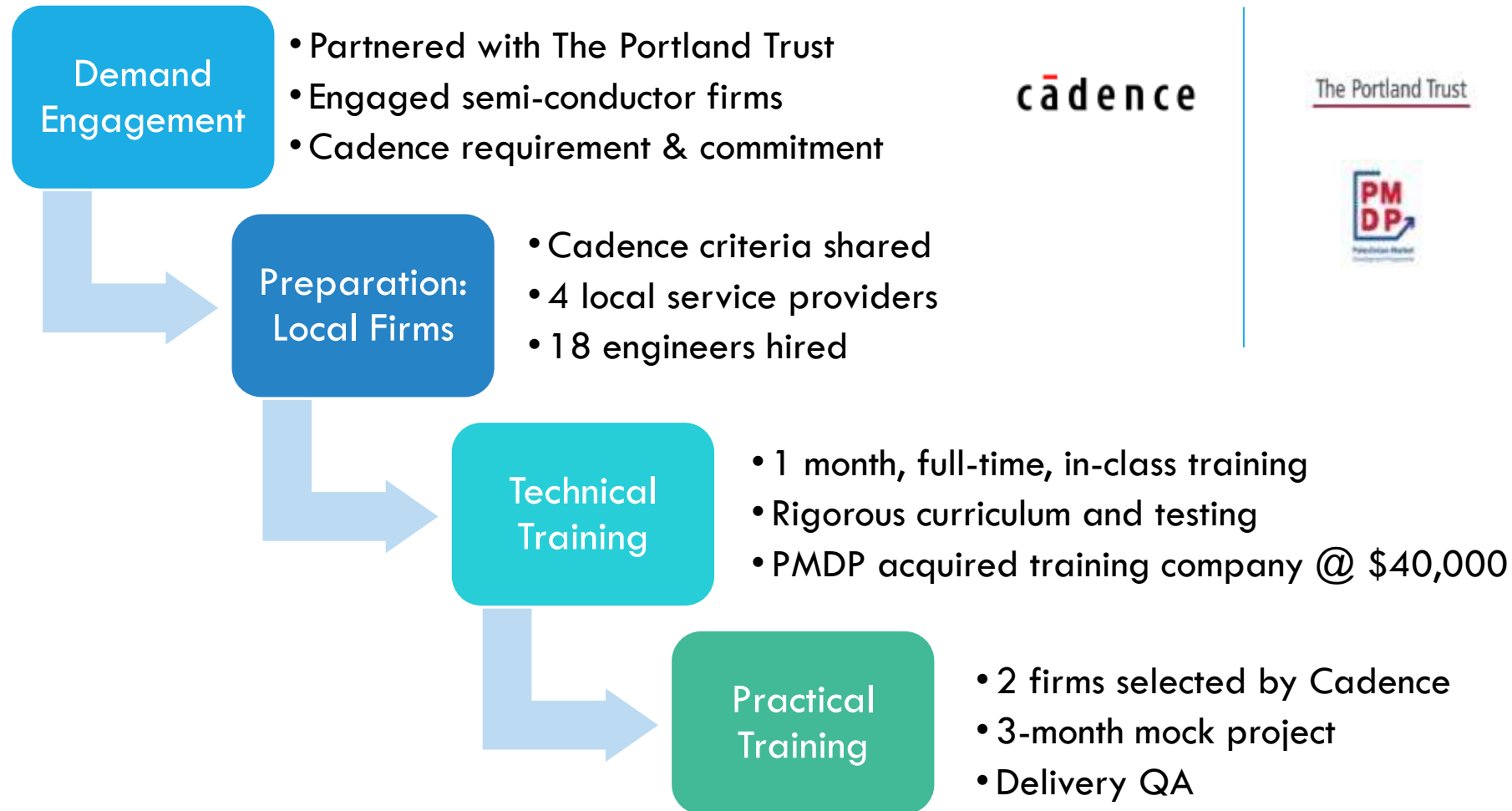
■ IT Education

- 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

cādence

Facilitators

The Portland Trust



Service Providers

EXALT

ProGineer
Technologies

unitone
group

Appstown



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
- https://twitter.com/PMDP_Palestine