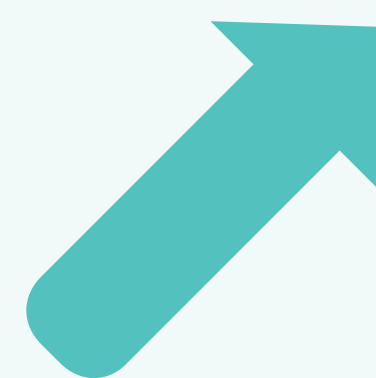




SAVE THE DATE

You are invited to join the first meeting of the JTF, a forum established to introduce companies from the Israeli and Palestinian technology sector and help them do business together.

March 17



2013

16:00-19:00

Agenda

Opening keynote **Prof. Manuel Trajtenberg**
Chairman, Planning and Budgeting Committee
The Council for Higher Education in Israel

Opening keynote **Mr. Mooly Eden**
Senior Vice President, Intel Corporation
President Intel Israel

- > Short break
- > Success stories
- > Time for Networking

Location

Intel Jerusalem offices
Hamarpe 6, Har Hotzvim
Parking at Intel parking lot

Contact

Anat Ganot, 054-7887666
Anat.Ganot@intel.com

Yishai M. Fraenkel
General Manager
Intel Jerusalem Design Center

Murad Tahboub
Managing Director
ASAL Technologies

Yahya Al-Salqan
President and CEO
Jaffa.Net Computer systems

Zika Abzuk
Senior Manager
Business Development, Cisco



Opening the door to increased business collaboration between the Israeli and Palestinian tech sectors

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Objective

The aim of the Joint Technology Forum (JTF) is to create a platform through which Palestinian and Israeli technology companies can meet, get to know one another, and eventually do business with one another. The benefits that the companies can gain by doing business together are high, and several examples are in place today (e.g.- joint projects of Cisco and Intel with Palestinian companies) tell the story vividly.

Background

In recent years, both the Israeli and the Palestinian technology sectors have grown considerably, and both are now an important and growing part of their respective economies.

The Israeli tech sector, employing hundreds of thousands of employees, consisting of Israeli-based as well as Multi-national companies (MNCs), is now responsible for a significant percentage of the Israeli GDP, and is known throughout the world for its innovation and creativity.

The Palestinian tech sector, and specifically the computer and IT segment, has grown considerably in recent years. Based primarily around Ramallah, it is increasingly becoming an engine of economic growth, and displaying improving competitiveness in the global computer and IT industries.

The Benefit

Looking at it from the Palestinian angle, the opportunity exists to join a larger technology eco-system, with the Multi-national and Israeli tech sector providing numerous opportunities for doing business and generating growth.

Given the large number of MNCs operating in the Israeli tech sector, it is also an opportunity to grow and extend into global markets and global partnerships.

Looking at it from the Israeli angle, the Palestinian tech sector offers price competitive services and opportunities. Projects initiated by Israeli companies, currently outsourced to remote places around the globe, can find their match in a local solution that offers strong benefits of working in the same time zone, relatively easy face-to-face meetings and a good cultural match all without sacrificing quality.

Format

The JTF will hold meetings once every several months. The meetings, to be attended by members of leading technology companies from the Palestinian and Israeli side, will provide the opportunity to learn, to network, and most importantly - make business together.

The motivation behind the JTF is not political and not done for PR reasons. The founders of the forum firmly believe in the mutual benefits that can arise from working closer together, reaping the benefits of co-location and high quality, as we create a growing and bustling technology sector, as a basis for healthy and cooperative economies in the region.