



The Palestinian Businessmen Association

THE JOINT BUSINESS COUNCILS

INTRODUCTION

The Palestinian Businessmen Association (PBA) was established in 1997 as an independent, Non-Governmental Organization, dedicated to promoting economic and social welfare in the State of Palestine through private enterprises.

Representing a large number of successful Businesspersons from different sectors, PBA aims to unify the efforts of the Palestinian private sector in order to protect its interests, promote its products and enhance its productivity and efficiency in a more liberal and democratic environment.

PBA acts as consolidating factor to the Palestinian economy, a force in economic decision making. Participate in the formation and issuing and amending of laws concerning the economy and social welfare of our citizens. Cooperate and coordinate with the Palestinian National Authority and its institutions on all levels, to enhance and bring about, up front, the role of the Palestinian Businessmen and Businesswomen to influence the daily aspects of the Palestinian Economy.

INTRODUCTION

PBA plays major roles in:

1. Policy making, advocacy, and lobbying for facilitating investments and FDI, enhancing trade relations, modernizing industry, approving of legal frameworks, signing international agreements.
2. The recognition of the Palestinian Cabinet with the Palestinian Business Community of the PBA as the sole national body in forming Joint Businesses Councils (JBCs) with counterparts from other countries, paving the way for B2B networking and interactions which result into making deals, increasing exports and imports, creating partnerships and joint ventures, mutual investments and enhancement of bilateral relations on all levels.
3. Advocating the important issues of Transparency, Countering fraud, Good Governance, Private Public Partnership, Private Sector Agenda, Branding Palestine. etc.
4. Reaching out for the Palestinian Business Diaspora Communities and establishing the World Federation of Palestinian Businesses.

THE JOINT BUSINESS COUNCILS (JBCs)

The JBCs is a significant tool to providing services to both countries businesspersons which includes, but not limited to:

- ❖ Conducting seminars to its members on joint business opportunities, whereby business potentials are discussed in the areas of trade, joint ventures, investment and joint investment targeting third markets.
- ❖ The JBCs provide advisory services, as well as giving access to high level governmental and private service networks, facilitating two-way trade and investment, offering members and other companies quick start and soft-landing support in the other country, as well as providing trade and investment packages, including Quick start packages that support in setting up locally, including service offices and accommodation, recruitment and employment assistance and access to other professional service providers as needed, receiving market entry advice and information, market briefings prior to visiting the other market, and also providing multiple visa sponsorship.

JBCs VISION & MISSION

Vision

Growth in the Palestinian economy through systematic increase in international trade and investment potentials for Palestinian businesses

Mission

To increase international trade and investment activities for Palestinian business

GOALS AND OBJECTIVES OF JBCs

JBCs aim to create economic and business opportunities for stakeholders in Palestine and the partner country to further promote trade, investment, and economic cooperation through:

- ❖ Promoting Bi-Lateral Trade and the adoption and implementation of free trade agreements
- ❖ Encouraging Investments and Joint Ventures
- ❖ Transfer of Technology and Know-How
- ❖ Creating an enabling environment through policy advocacy
- ❖ Improve communication and B2B relation with the partner country

JBCs APPROACH

The Joint Business Councils hold joint annual or bi-annual meetings for the representatives of the councils to discuss joint interests and agendas, and agree on strategies and goals, create more networking opportunities for businesses, provide members the opportunities to interact with government officials and Ministers of Trade from both countries, identify legislation and practices that may function as obstacles to having better trade opportunities for both countries. JBCs then go on to jointly lobby with authorities of both countries, to remove or amend practices that work as barriers to better trade, create focus groups/ working groups/ sub-committees that have joint meeting to discuss and recommend strategic actions to advance specific policies in different sectors in regard to issues such as Agriculture, Food, Water, Energy, Construction and infrastructure, Real estate property, Services industry and logistics, etc.

One of JBCs most important functions is the policy advocacy which is based on sharing information between members on local businesses and markets in both countries that might affect the members, conveying members' priorities and concerns to government officials, providing networking opportunities between members, governments and stakeholders for policy recommendations and strategic actions, and writing targeted letters of concern by the members on specific matters.

JBCs APPROACH

In order for each JBCs to be successful, the PBA along with its counterparts who signs the JBCs agreement, PBA will be working to develop an annual action plan to which it will identify the activities that will be implemented by both parties, in addition for identifying expected results and measure of performance to ensure success. Both parties will also work on having an executive committee for the JBCs consist of businesspersons from both countries, this executive committee will be responsible for managing and the implementation of JBC.

Public representation which essential and important in the JBCs round meetings, but not mandatory, such as the President, the Prime Minister, the Ministry of National Economy or Ministry of Foreign Affairs and related authorities such as the Palestinian Investment Promotion Agency (PIPA) and the Palestinian International Cooperation Agency (PICA), and their counterpart organizations from the partner country.

THE ROLE OF JBCs

Member's services

A significant role of JBCs is to serve the country businesspersons by creating more understanding and better communications, as well as joint successful activities, to work on promoting the council's priorities, work with other business leaders, and participating in the national economic development.

Information Sharing

Sharing information between members on local businesses and markets in both countries that might affect the members, Identifying legislations and practices that work as an obstacle to having better trade opportunities for both countries, monitoring national developments and conducting seminars to its members on joint business opportunities, whereby business potentials are discussed in the areas of trade, joint ventures, investment and joint targeting of third markets. In addition to provide market information such as potential exports, technologies available, and other relevant information that can inform trade and investment decisions.

THE ROLE OF JBCs

Communications

Creating focus groups, working groups and sub-committees that have joint meetings to discuss and recommend strategic actions, working towards advancing specific policies in different sectors. Working on promoting the council's priorities, conveying members' priorities and concerns to government officials, and writing targeted letters of concern by the members on specific matters. Working closely and communicating with Private Sector Institutions and governments in both countries

Networking

Enhancing the networking capacity of members through holding joint annual or bi-annual meetings for the representatives of the councils to meet to discuss strategies and goals, and create more networking opportunities for businesses. The networking function also to provide members the opportunities to interact with government officials and Ministers of Trade from both countries thereby creating opportunities for lobbying with authorities to remove or amend practices that work as barriers to better trade, and Providing networking opportunities between members, governments and stakeholders for policy recommendations and strategic actions. Within networking, JBCs also work with other business leaders in the country along with the government

SUCCESS STORIES FOR JBC

Through the years, the JBCs have achieved great results in creating trade and investment linkages between Palestine and international markets, through enhancing the relations between the business communities in the two countries and enlighten the members and subscribers from both parties about the economic opportunities available with the other party. The below are some of the main achievements that have been accomplished with different JBCs:

- All JBCs provides information and facilitate the regular participation of Businesspersons in International exhibitions such as the Musiad International Exhibition and the Halal Exhibition in Turkey, the Sino Arab Forums and Exhibitions , the Annual China Homelife Exhibitions in Amman; Dubai and Istanbul, and many others expos in different countries like Indonesia, etc.
- Exclusive participation for both parties in official delegations and high level meetings with Presidents and Prime Ministers.

SUCCESS STORIES FOR JBC

- Advocating for tax exemptions for Palestinian products entering international markets. As a result Palestine received a partial tax exemption for its products entering Indonesia. Currently the PBA is working on advocating for a full exemption from Indonesia, Malaysia, Turkey and many other countries around the world.
- Organizing B2B meeting between businesspersons from Palestine and the partner country, which resulted many business deals such as in the solar power, heating systems, steel manufacturing, etc.
- PBA through the JBCs managed to create Joint Economic High Committee and the Ministerial High Committee. These committees work on advocating toward issues that is critical for the private sector in both countries on high level such as the government and presidential levels.

OUTCOMES

The ultimate results of the JBCs is to create trade and investment opportunities for Palestinian Business people and their counterparts from the partner countries, which will be reflected on the Palestinian economy through creating more employment opportunities especially among fresh graduates. In addition giving the chance for Palestine to have access to other countries technology and learn from best practices around the world.

LIST OF JBCs

Joint Business Councils Agreements

Turkey

Netherlands

Indonesia

Romania

Jordan

Egypt

UK

Qatar

Oman

Lebanon

Switzerland

Cyprus

Cooperation Agreements

China

Germany

Poland

Italy

France

Russia

CONTACT INFORMATION

The Palestinian Businessmen Association (PBA)



Trust Bldg. 6th Floor, Jerusalem Street, Ramallah, Palestine



Tel: +970 2 297 4636

Fax: +970 2 297 4004

Email: info@pba.ps | Website: www.pba.ps

Contact Persons for Palestinian Chapter

Ziad Anabtawi:  +970 599 247323 |  z.anabtawi@pba.ps

Ronza Abuawwad:  +972 595 229987 |  ronza@pba.ps