

Investing in Palestinian Small and Medium Businesses: Empowerment of SMEs

The **Palestinian Investment Promotion Agency - PIPA** has the great pleasure to announce the convening of the 2nd **Palestine Investment Conference 2010 – Bethlehem**, entitled “**Investing in Palestinian Small and Medium Businesses: Empowerment of SMEs**” to be held under the patronage of **H.E. President Mahmoud Abbas** in the holy city of Bethlehem between June 2nd and 3rd, 2010, at the Convention Palace.

This SMEs conference falls in line with the government’s vision and two year plan towards the establishment of the Palestinian state and the revitalization of the national economy under the leadership of the **Prime Minister – H.E. Dr. Salam Fayyad**. It is a mere reflection of the government’s full commitment to empower the private sector to enable it to take a leading role in the economic development process and investment-led growth.

The conference will be organized by the Palestinian Investment Promotion Agency - PIPA, and will have a higher committee chaired by the **Minister of National Economy - H.E. Dr. Hasan Abu Libdeh**, in addition to the active engagement of, and coordination with the Palestinian private sector and the international community.

Palestine Investment Conference 2010 - Bethlehem aims to build on the accomplishments of the previous Palestine Investment Conference 2008 - Bethlehem, reinforcing the sustainable development aspect; however, it will also be more target-specific with a special focus on investment promotion in SMEs, as they constitute more than 90% of operating business establishments in Palestine.

The particularity of this conference is that it aims to unleash the untapped potential of this large segment of the private sector through the identification, motivation and promotion of investment opportunities, bringing together Palestinian SMEs with International and regional companies and potential investors and facilitating focused and productive B2B meetings.

Serving as a platform for SMEs, the conference also seeks to open doors to forge genuine partnerships and expand trade opportunities. An exhibition that showcases Palestinian products will also be organized in parallel to promote and market Palestinian products and to forge business deals.

We welcome your positive contribution to the success of the conference and are keen on exploring possible ways of cooperation.

For registration and further information, please visit our website www.pic-palestine.ps, or contact us at: Tel: +970 2 298 8795, Fax: +970 2 298 8796, Email: info@pic-palestine.ps