

# The Palestinian Investment Promotion Agency “PIPA”



**Building a Better Future  
Agriculture sector**

# Contents

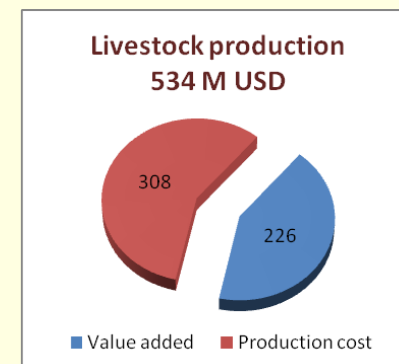
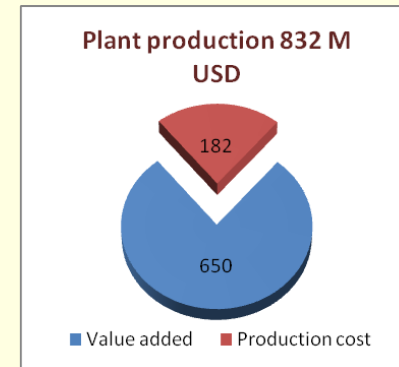
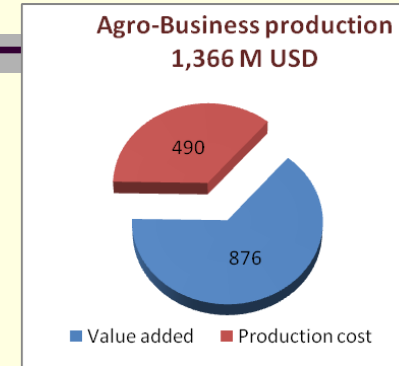
---

- Characteristics of Agriculture sector
- Agriculture sector
- Agriculture companies that received investment incentives from PIPA
- Investment incentives and criteria
- Targeted sectors and investment opportunities
- Success stories
- Palestine's commitment to investors
- Palestine competitiveness
- Role of the Palestinian Investment Promotion Agency "PIPA"

# Characteristics of Agriculture sector



- 10% of total exports from agriculture sector, above 90 M USD
- 6% share of GDP
- 12% of total jobs
- 42 km coastal area, sandy soil, heavy rain suitable for growing vegetables, flowers, strawberries, and fruits
- 20,000 tons annual produce of olive oil
- 87% of land is rain fed cultivated, water recycling is high potential
- 400,000 dunam (10,000 acre) in the Jordan valley available and suitable for the cultivation of palm, banana, and considers
- Cultivated areas distributed as (60% gardening crops, 26% field crops, 14% vegetables)
- Livestock are distributed as (790 thousand of goats & sheep's, 34 million poultry, 34 thousand cattle)



# Characteristics of Agriculture sector

Market analysis and profitability for agricultural crops

Crops	Productivity Tons / dunam	Selling Price USD / dunam	Costs USD / dunam	Profit USD / dunam	Local market coverage
Field Crops	0.3	200	175	25	>10 %
Vegetables	0.4	600	400	200	90 %
Olive	0.15	280	250	30	Over flow
Almonds	0.15	575	325	250	>50 %
Grapes	1.6	1,300	600	700	50 %
Figs, plums, apples	2	1,500	600	900	50 %
Palm “dates “	1.2	4,200	2,100	2,100	>50 %
Pomegranate					>25 %
Red meat					>20 %

1 acre = 4 dunam

# Characteristics of Agriculture sector

Most important organizations

- Strong private and public sector organizations that provides information on technical information and legal framework i.e. Ministry of Agriculture, Palestinians Farmers Association, Palestinian Federation Chambers of Trade, Industry and Agriculture, National Centre for Agriculture Research, Palestinian Association for Agricultural lending, Unions and Agricultural associations, Agricultural councils
- Risk prevention fund
- JAIP; Agro-industrial park in Jericho



# Agriculture sectors

- ❑ Corps
- ❑ Livestock's; Breeding birds; Fishery
- ❑ Fruits
- ❑ Transplantation
- ❑ Agriculture equipments and tools
- ❑ Manufacturing of Herbicides, fertilizers and animal feed
- ❑ Recycling and use of water for irrigation, "such as the treatment station in Nablus, an opportunity for agricultural investment
- ❑ Packaging and marketing



## Agriculture companies that received investment incentives from PIPA

---

- 27 Projects received incentives
- 835 Direct jobs created
- 20 USD M projects gross investments

# Investment incentives and criteria

Law No. (1) for year 1998 and its amendments:

## Investment incentives

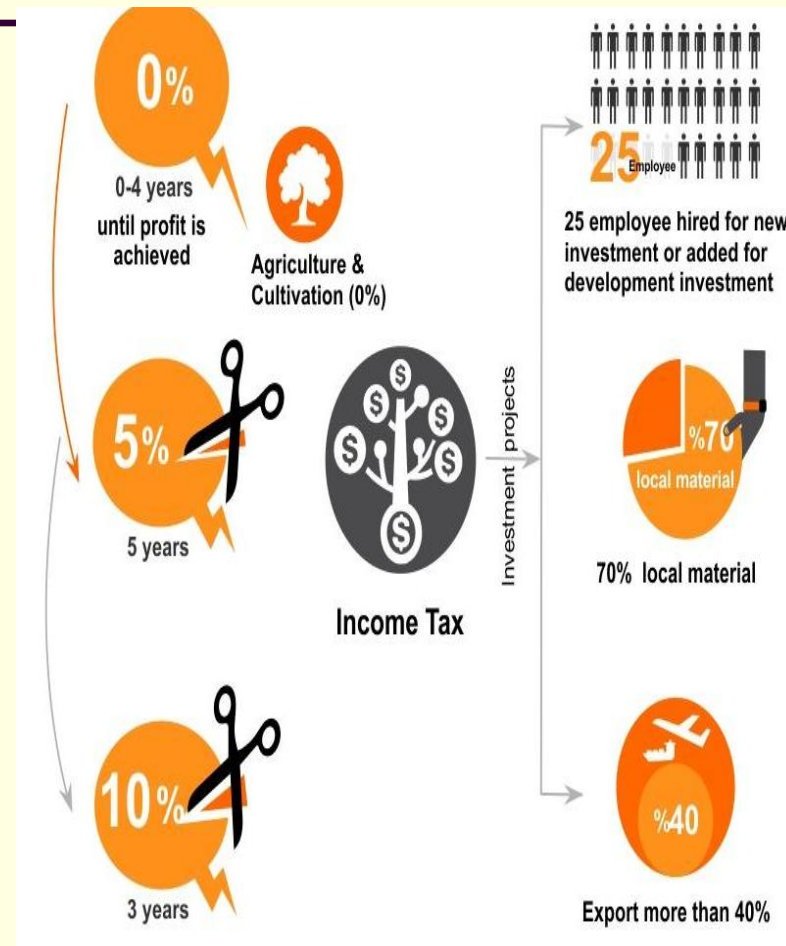
- 0% for agriculture cultivation and livestock
- 5% Income tax for a period of (5) years
- 10% Income tax for a period of (3) years
- Custom incentives on investment machinery
- Incentives contract package (sector, location, transfer of knowledge..)

## Criteria: (Industry, Tourism, Agriculture)

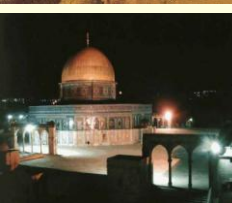
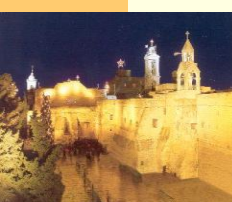
- 25 New jobs or added
- 40% Produce exported
- 70% Local content (materials and machinery)

## Guarantees:

- ✓ No distinction between foreign or local investors, Investor can have a free ownership
- ✓ Investors may freely transfer all financial resources any time and with any currency accepted by the investor







# Targeted sectors in Palestine

**Agriculture** (Roses, Strawberry, Dates, Olive oil and its products, fishery), **Fund and financial services** (Insurance, Loan guarantee, funds) , **ICT** (Incubators, Research and Development, Excellence centers, Call centers, Software development, games development) **Infrastructure, Real Estate and construction, Industry** (Stone and Marble, Food and Beverage, Pharmaceuticals and cosmetics, light industries), **Energy** (Renewable energy, Gas and Oil industries) , **Logistics and Transportation** ( storing, packaging, shipping freight services) **Health, Tourism** (Pilgrims services, Tour operators, Hospitality)



# Investment opportunities

Project	Invested capital*	Required investment*	ROI
Olive oil and its derivatives	3,083,000	10,600,000	6.5 %
Margarine and vegetable oils	6,000,000	4,000,000	11.5 %
Fruits and vegetables cultivation	7,288,000	3,211,000	4 %
Fishery	2,7000,000	1,000,000	4 %
Breeding sheep	255,000	500,000	7 %
Mineral water	19,000	422,000	13 %
Total	19,345,000*	19,733,000*	

\*: USD

# Potential investments



- Madghoul dates
- Medical and aromatic herbs, in Alghour
- Extracting oil and aromatic herbs for medically
- Water recycling and treatment for irrigation
- Typical Livestock farms, breeding birds (Habash)
- Fish farming, currant production covers only 15% of demands
- Green fodder production
- Typical farms for field crop, local production cover 10% of demand
- Marketing, cooling, packaging companies, high potential

To view the investment opportunities you can visit  
[http://pipa.gov.ps/download/inspiring\\_Businesses\\_Ver2.pdf](http://pipa.gov.ps/download/inspiring_Businesses_Ver2.pdf)

# Success Stories



شركة الشرق الأدنى للصناعة و التجارة  
Near East Industries & Trade Ltd.  
Member of Anabtawi Group



مجموعة عنبتاوي



نخيل فلسطين  
NAKHEEL PALESTINE



مجموعة شركات سنكروت العالمية  
SINOKROT GLOBAL GROUP



شركة الجبريني لمنتجات المواد الغذائية  
Al-Jebrini Group For Food Industries Co.



الجندي



مطاحن القمح الذهبي



Palestine Poultry Co. (AZIZA)  
شركة دواجن فلسطين (عزيزا)



شركة مصانع الزيوت النباتية  
www.voic.p.s



اتحاد عنبتاوي للتجارة و الاستثمار م.خ.م.  
Ittehad Anabtawi Trading & Investment Ltd.  
Member of Anabtawi Group



هيئة تشجيع الاستثمار الفلسطينية  
Palestinian Investment Promotion Agency

# Palestine's commitment to investors

---

- Free investment in all sectors and any percentage
- Free money transfer, i.e capital and revenue
- No confiscation, nationalization
- Equal treatment for investors

# Palestine competitiveness

- Government commitment to have a truly enabling investment environment
- Language and literacy: multi language literacy; Literacy Rate % aged 15 and above is 95.3%
- Education: Students of Secondary Stage (enrollment Ratio): 64.0%; Community Colleges Graduates: 12,584 (2010/2011); Universities Graduates:201,389 (2010/2011) ; Graduates of High Education & Vocational Training among 15 yrs old and over (End 2005): 14.5% (End 2005)(skilled labor force)
- Strong private sector partners and business leaders
- Liberal laws and regulations that allow investors to easily get started and register the type of company that suits there business, this is mainly reflected in the company registration law
- Palestine has also supported the creation of a very organized and active financial systems that allows many banks to operate under PMA. And allow for the creation of effective capital market authority.
- Foreign trade, Palestine has signed various trade treaties with EU, EFTA, US, CANADA and many bilateral treaties with the Arab world

# Role of the Palestinian Investment Promotion Agency “PIPA”

- PIPA came from a law in Palestine and its primary function is to assist in the development of a healthy Palestinian investment climate
- Representation of the private sector on PIPA’s BoD ensures that private sector considerations and the full support of partnership kept at the forefront

Associated tasks include:

- Providing incentives and income tax exemptions to local and foreign investors
- Enhance investment environments
- Develop the Palestinian economy
- Public Private Partnership is fully supported by the BoD
- No discrimination between Local and Foreign investors
- Facilitate investment establishment in Palestine
- Provide the One-Stop-Shop services to investors
- After care services

For more Information on investing in Palestine please do not hesitate to contact us

Palestinian Investment Promotion Agency “PIPA”

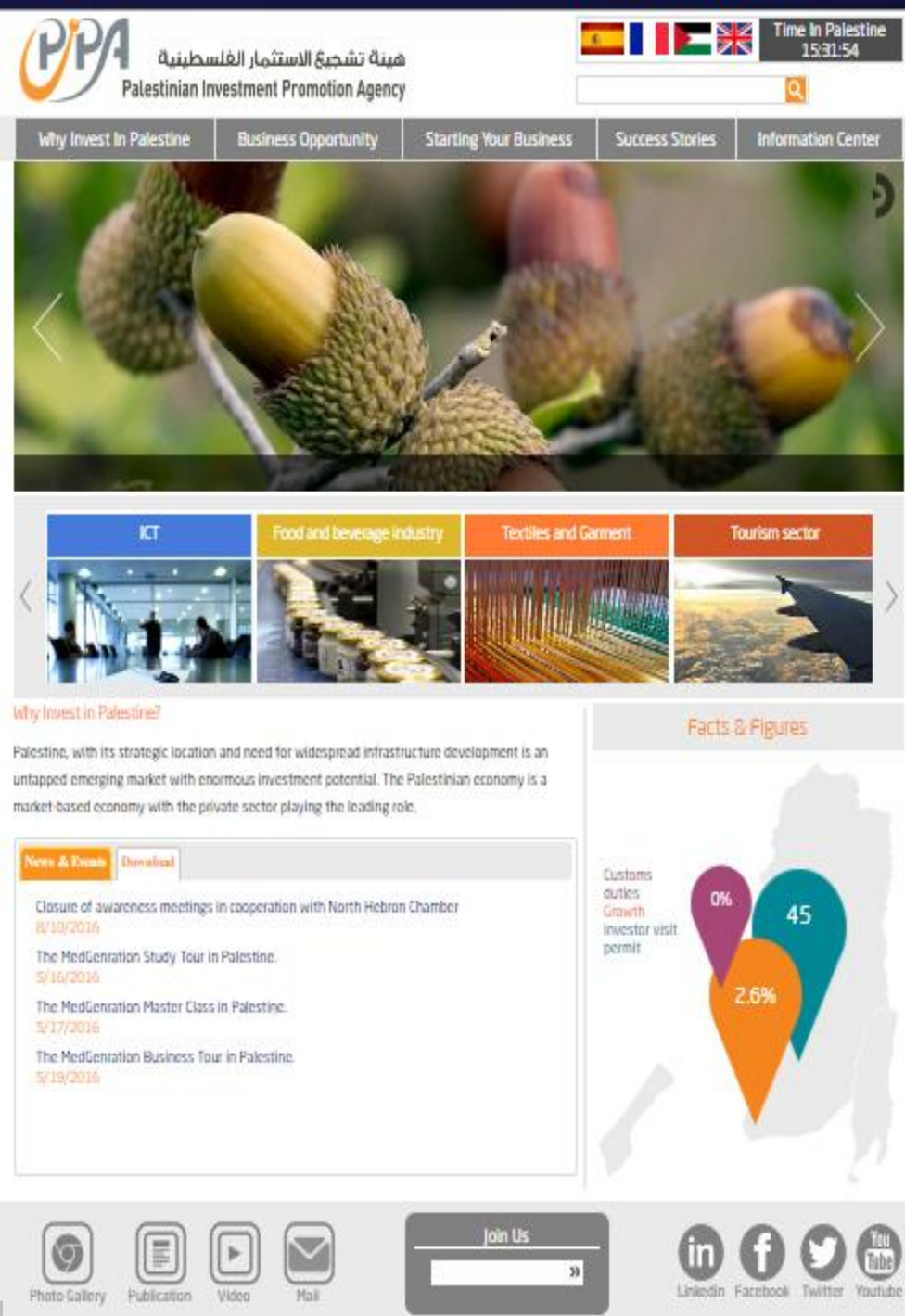
P.O. Box 1984, Ramallah, Palestine

Tel: +970 22988791/2

Fax: +970 22988793

portal: [www.pipa.ps](http://www.pipa.ps)

e-mail: [info@pipa.gov.ps](mailto:info@pipa.gov.ps)



The screenshot shows the homepage of the Palestinian Investment Promotion Agency (PIPA). At the top, there is a logo for PIPA and the text "هيئة تشجيع الاستثمار الفلسطينية" and "Palestinian Investment Promotion Agency". To the right, there are flags of Spain, France, the United Arab Emirates, and the United Kingdom, along with the text "Time in Palestine 15:31:54". Below the header, there is a navigation menu with links: "Why Invest in Palestine", "Business Opportunity", "Starting Your Business", "Success Stories", and "Information Center". The main content area features a large image of pinecones. Below this, there are four categories: "ICT", "Food and beverage industry", "Textiles and Garment", and "Tourism sector". The "Why Invest in Palestine?" section contains a paragraph: "Palestine, with its strategic location and need for widespread infrastructure development is an untapped emerging market with enormous investment potential. The Palestinian economy is a market-based economy with the private sector playing the leading role." The "Facts & Figures" section shows a map of Palestine with three data points: "0%" for Customs duties, "2.6%" for Growth, and "45" for Investor visit permit. At the bottom, there are icons for "Photo Gallery", "Publication", "Video", and "Mail", along with a "Join Us" button and social media icons for LinkedIn, Facebook, Twitter, and YouTube.

Time in Palestine 15:31:54

Why Invest in Palestine Business Opportunity Starting Your Business Success Stories Information Center

ICT Food and beverage industry Textiles and Garment Tourism sector

Why Invest in Palestine?

Palestine, with its strategic location and need for widespread infrastructure development is an untapped emerging market with enormous investment potential. The Palestinian economy is a market-based economy with the private sector playing the leading role.

Facts & Figures

Customs duties Growth Investor visit permit

0% 45 2.6%

Join Us

Photo Gallery Publication Video Mail

LinkedIn Facebook Twitter YouTube