



Our Plans For 2025–2026

Tasdeer's 2025–2026 priorities focus on sustaining impact and scaling reforms under our 3 pillars:

Strengthening Economic and Trade Policy, Planning, and Governance

- Update 3 key economic laws: Commerce Law, Commercial Agents Law, and Industrial Property Law.
- Establish GS1 Palestine for product barcodes and traceability.
- Register Geographical Indications for five heritage-based products.

Improving Trade-Enabling Institutions' Capacity

- Strengthen the e-commerce function within the Palestinian Post Office systems.
- Support PalTrade to open a branch in the Kingdom of Saudi Arabia to strengthen trade through on-the-ground representation, market intelligence, and B2B matchmaking.
- Advance Stone and Marble sector legal reforms to lower hazardous classifications and cut compliance costs.

Driving Private Sector Competitiveness

- Continue providing interest-free loans to green-line workers, through the Baader Lending Programme, to start or expand alternative sources of income.
- Enhance competitiveness and resilience for 58 firms through five cost-sharing windows:
 1. Providing cost-shared investments for SMEs to create 120 direct jobs and generate \$20M in annual revenue.
 2. Cultivating 65 dunmms of land in Southern Gaza, in partnership with PARC, to produce 600 tons of fresh vegetables.
 3. Increasing exports through providing result-based incentives with the Challenge Fund, in partnership with PFI.
 4. Installing solar panels to generate ~2 megawatts of clean solar energy for productive firms to enhance competitiveness, retain jobs, and contribute to climate resilience.
 5. Supporting MSMEs in Jerusalem through the Enmaa initiative with PsDF, helping businesses expand, strengthen operations, and drive sustainable growth while creating jobs for Jerusalem residents.



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Strengthening Economic Resilience and Growth



Who We Are

Tasdeer is a six-year, £22.5 million GBP (\$30M) private sector development programme funded by the UK government. It is implemented by Cowater International in partnership with Core Associates, Business Integrated Solutions (BIS), and Al Athar Global Consulting Inc. Tasdeer aims to support the development of the Palestinian economy by improving the private sector's competitiveness and the Palestinian Authority's capacity in trade, customs, and import policy regulation. We aim to increase sustainable private sector-led economic growth and job creation in Palestine, supporting the Palestinian Authority's fiscal sustainability while promoting equitable access to the benefits of increased trade and improved institutional capacity.



Our Partners

Government Partners

Ministries of National Economy, Industry, Finance, Labour, Planning and International Cooperation, Women's Affairs, and Telecom.

Trade-related and Semi-governmental Institutions

PalTrade, PITA, HLITOA, PSI, PMA, PFI, Chambers of Commerce, and the Union of Stone and Marble.

Private sector firms across the West Bank and Gaza.

Specialised NGOs

PARC and PsDF.



How We Work

Tasdeer applies a holistic, partnership-driven model by addressing impediments at the policy, institutional, and firm levels.

Strengthening Economic and Trade Policy, Planning, and Governance

Supporting key ministries, including the Ministry of National Economy, Ministry of Finance and Ministry of Industry to enhance their role in facilitating trade and enabling economic growth. This includes co-developing economic plans and policies, strengthening negotiation capacity, and providing continuous technical assistance and embedded advisory support.

Driving Private Sector Competitiveness

Supporting Palestinian firms to expand exports, improve productivity, and create jobs by co-designing growth plans and co-investing through cost-shared investments that reduce business risks. Tasdeer provides tailored technical and financial assistance to help companies enhance product quality, access new markets, and increase sales across all sectors.

Improving Trade-Enabling Institutions' Capacity

Strengthening trade institutions to become sustainable, digital, and internationally accredited. Thereby enhancing their service quality, increasing member value, and achieving greater self-sufficiency to better serve the private sector.

Inclusivity & Sustainability

Integrating women as active contributors to the economy, promoting green energy adoption, and environmental practices.

Our approach is built on co-creation, risk sharing, and integrating women, youth, and marginalised communities as economic assets and drivers.

Our Five-Year Results 2020 ▶ 2025

- 65 companies** improved their competitiveness & achieve sustainable growth
- \$9M** leveraged investment through private sector contribution
- \$30M** increase in sales (\$17M in exports)
- 1,475** jobs created (including 293 for women)
- 145+** new/ improved products
- 19 markets** penetrated/ expanded into
- 5 international certifications** obtained
- 440 Green-Line workers** established new businesses/ expanded existing businesses through zero-interest loans.

Gaza: Resilience Before & During War

- Rehabilitated 19 dunums** of greenhouses → produced **250 tons** vegetables (50% exported to the West Bank).
- Enhanced 37** textile factories.
- Trained 200** women & persons with disabilities → **50%** secured post-training employment.
- Set up a co working space** in **Khan Younis** with PITA → continuity for 10 tech firms during the war.

Women's Economic Empowerment

- Upskilled 100+ women** in different sectors; offered specialized IT training as a career shift program.
- Trained 16 businesswomen** for board roles: 5 advanced to senior executive positions.
- Strengthened 10 women owned firms.**
- Advanced occupational health & safety and safeguarding policies** with companies to promote inclusive, compliant, greener workplaces.
- Supported feasibility and launch of "Rihana"- a women led aggregation & marketing company.**

Enabling Environment & Policy Reform

- Developed the National Industrial Policy Framework.**
- Upgraded ASYCUDA and digitised Arab & EU certificates of origin** with the Ministry of Finance.
- Prepared dossiers for Paris Protocol** amendments, AHLC, and Joint Economic Committee.
- Provided technical assistance for Gaza reconstruction & the government reform programme.**
- Trained 545 staff** (private sector & Ministry of Finance) on the e VAT platform.
- Developing an application** to establish a **Palestinian barcode.**

Agriculture & Water Security in Area C

- Installed 5.2 km irrigation pipeline** in Beit Dajan & Beit Furik, reducing water cost from **16 NIS/m³** to **4 NIS/m³**, cultivating **580 dunums** by **255 farmers.**
- 11 dunums** of greenhouses installed to support a **forward contract business model for women** in Zubeidat Village. Leading to **\$74,000** in first year exports.

Institutions & Market Access

- PITA** Prepared new sector strategy; worked on opening pathways to Saudi Arabia market.
- PalTrade** Finalising "Palestine Exports" catalogue-34 flagship products with ~60 export ready companies
- Holy Land Incoming Tour Operators Association (HLITOA)** Platform redesign; curated heritage routes in Jerusalem; preparing for international trade fairs.
- Palestine Post Office (PPO)** Developed new e-commerce strategy and service upgrades, promoted awareness of PPO services.
- Palestine Standards Institute (PSI)** Provided lab upgrades; mutual recognition agreement with Saudi Arabia; acquired quality & halal accreditation; modernised management information system.