

# CURRICULUM VITAE

**Family name:** Taha- Rayyan

**First names:** Hanan

**Date of birth:** 17/11/1962

**Passport holder:** Palestinian/ Austrian

Education:

Institution (Date from - Date to)	Degree(s) or Diploma(s) obtained:
1997-1998: Cambridge Tutorial College - Great Britain	Diploma of Modern Management/Administration
1982- 1998 :Damascus University, Syria	Bachelor of Science Engineering

**Language skills:** Indicate competence on a scale of A1 to C2

Language	Reading	Speaking	Writing
English	C2	C2	C2
Arabic	C2	C2	C2

**Membership of professional bodies:** Member of the Financial Inclusion National committee; Board Member of the Arab Union for International Exhibitions and Conferences (AUIEC); Board member of Women Affairs Center- Gaza; Member of Business Women Forum- Ramallah; Board member for AMAN, a coalition for accountability and integrity; Palestinian Association of Engineers

**Other skills:**

- Strategy and Vision Planning;
- Risk management capacity in volatile environments, effective negotiation tactics, financial and budgetary analysis and leads in setting strategic planning and implementation to ensure impact on a national trade level;
- Strong knowledge , understanding, and Practical Experience in Export Development and Promotion;
- Exclusive Knowledge of Private Sector and Public Sector needs;
- Wide network of contacts in; government, private sector enterprises, private sector associations, international development representatives in Palestine and Abroad, Palestinian Representatives in Diaspora;
- Certified in “Management of Membership-Based Organization”, Executives Program in Association Management and conduct several Training programs to the Palestinian Business associations;
- Certified Trainer in “How to Improve Your Business”, SIDA and conducted two year Training program for the SMEs enterprises;
- Certified SME Counselor, UNRWA. Translated and adapted the SME'S council material - UNRWA project.

**Present position:** - Managing Partner – Business Integrated Solutions- BIS December 2018

**Key qualifications:**

- **Over 25 years of experience as an expert with in-depth knowledge of Palestinian Private Sector, particularly in areas related to export growth, development, and promotion.** Some relevant experiences include:
  - Active participation in formulating the sectors strategy of economic development with the Ministry of National Economy, Private sector institutions, and the Prime-minister’s office staff as part of the **Palestinian National Agenda 2017-2022**;
  - Lead person for the creation of the first Palestinian national export strategy NES; Team member of the national committee formulated by the cabinet to oversee the formulation of NES and endorsed it before submitting it to the Cabinet for endorsement (2011-2014)
  - Lead the secretariat of the Palestinian Export Council – PEC, the export development policy advisory board. PEC headed by the Minister of **Ministry of National Economy** and high senior representatives of relevant Public Private Sector institutions. (2014-2018)
  - Part of the **Private Sector Team** working with the **Ministry of National Economy** on the review and preparation of private sector needs and perception in many related laws such as; companies’ law, **Palestinian Investment Incentives law**, Intellectual Propriety law, etc. (2011-2018)
  - Part of the Private Sector Team working with the Ministry of Finance and **Ministry of National Economy** on the **preparation / Evaluation of the EU – Palestine Action Plan** (2008-2011)
  - Lead person for the implementation of Third National Dialogue Conference between private and public sector and Member of the Private sector technical unit, which is made up from related Palestinian public and Private sector bodies to implement the **Public – Private sector joint agenda** (Palestine, SIDA, 2008- 2009)

- Head of delegation on multiple scoping missions in B2B and B2G meetings, and scoping missions in coordination with key government officials and other private sector representatives in the Middle East, Europe and Asia, in order to promote the Palestinian private sector opportunities (export and investment) and create a positive image of Palestinian business environment;
- **Solid experience in the formulation of economic policies**, which can be demonstrated in the following:
  - Member of the WTO national team (PalTrade, 2010-2018);
  - Presented Palestinian Business Environment, Dutch Palestinian Cooperation Forum, Hague – in 2015, 2013;
  - Participated in the Palestinian Turkey joint economic committee negotiation on behalf of the private sector; and
  - Participated in the Palestinian Jordanian Joint Economic Committee negotiation on behalf of the private sector.
- **Key person in leading and formulation many policy and position papers** that reflect the private sector requirements and advocate and lobbying with the related entity (Palestinian Government, international community, Israeli) These papers include:
  - Why invest in Palestine (2013, EU fund);
  - Investment in Palestine – the Reality (2010; World Bank fund)
  - Obtaining visas for investors (2010, World Bank fund)
  - Jerusalem Economy - Incentives to build the Jerusalem Economy (2010, World Bank fund)
  - the challenging facing ICT sector in Palestine (2010, World Bank fund)
  - Exporting and importing via Jordanian and Israeli ports (2008-2009, Trade Corridor project – EU fund);
  - Trade between Gaza Strip and West Bank (2009, Trade Facilitation Project- USAID Fund)
  - Key Person in formulating sectoral studies for furniture sector, agricultural sector, textile and garment sector, plastic, and construction sector in Palestine (2005-2007, USAID fund)

**Specific experience in the region:**

Country	Date from - Date to
Palestine	Since 1994

Professional experience

Date from - Date to	Location	Company& reference person	Position	Description
Oct. 2011 – Dec. 2018	Palestine	Palestine Trade Center – PalTrade Mr. Arafat Asfour Chairman <a href="mailto:Chairman@paltrade.org">Chairman@paltrade.org</a> <a href="http://www.paltrade.org">www.paltrade.org</a>	PalTrade CEO	<p>PalTrade is a non-government, membership based, national trade promotion organization with over 220 member companies. Its purpose is the development of export as a driving force for sustainable economic growth. PalTrade’s mission is to develop export by advocating a competitive business environment, improving export competitiveness through export promotion, capacity building, fostering international practices and standards, and providing export-enabling knowledge.</p> <p><u>Activities</u> carried out include:</p> <ul style="list-style-type: none"> <li>• Overall management of the organization, which includes more than 28 employees – in two locations (Ramallah and Gaza) – and an annual budget of \$3.7 mill;</li> <li>• Oversee the design, marketing, promotion and delivery of the organization’s products and services, locally and globally;</li> <li>• <b>Liaise with public and private sector organizations</b> as well as international organizations and representative offices to the Palestinian Authority and abroad;</li> <li>• <b>Build the relation between PalTrade and international organizations to strength the export relation between Palestinian private sector and their international partners.</b></li> <li>• Participate in formulating the sectors strategy of economic development with the Ministry of National Economy, Private sector institutions, and the Prime-minister’s office staff as part of the Palestinian National Agenda 2017-2022;</li> <li>• <b>Member of the WTO national team 2010-2018.</b> The team was formulated by a cabinet decision in order to take over the main requirements and preparation for submitting Palestinian application as observer membership, which include the revision of the National policy, laws and regulations, etc.</li> <li>• <b>Head of delegation (2011- 2018) on</b> multiple scoping missions in B2B and B2G meetings, and scoping missions in coordination with key government officials and other private sector representatives in the Middle East, Europe and Asia (<b>Kuwait, Sweden, Saudi Arabia, Malaysia, Finland, Indonesia, United Arab Emirates, Turkey, Egypt, Germany, Morocco, etc.</b>), in order to promote the Palestinian private sector opportunities (export and investment) and create a positive image of Palestinian business environment;</li> <li>• <b>Participated in oversight as a team leader and steering committees</b> that composed of Public and Private sector related stakeholders in many creative and entrepreneurial projects and initiatives</li> </ul>

				<p>in which the main responsibility was providing the necessary strategic and policy guidance for the overall project execution. In this regard, lead activities that involve public-private sectors meetings, ensure the proper implementation of both Palestine Trade Center "PalTrade" and donor's related policies. Deeply engaged in advocacy work on a high-level government bodies including the cabinet.</p> <ul style="list-style-type: none"> <li>• These activities/projects and initiatives include: <ul style="list-style-type: none"> <li>- <b>Formulating a brand Strategy for Palestinian Exports and launching the Brand in United Arab Emirates – UAE - market DEFID- EU fund 2018</b> The objective of this initiative is to create new Brand for Palestinian experts and promote this brand in the global markets as part of improving the Image about the Business environment and the Palestinian private sector.</li> <li>- <b>Creating a Competitive Edge of the Palestinian MSMEs in the Local and Potential Export Markets Project, which focuses on increasing the competitiveness of the Palestinian products locally and internationally funded by USAID. (2018-2020)</b> This project was based on partnership with the Palestinian Federation of Industries and the Palestinian Shippers Council. The focus was on 35 selected companies from different industrial sectors.</li> <li>- <b>Creating an Enabling Environment for Green Export in Palestine funded by EU 2017-2020</b> The overall initiative objective is to create a national policy that would foster a green enabling environment for Palestinian economic enterprises, and to build up enterprises' green capacity to penetrate global markets.</li> <li>- <b>Increase the Capacity Building for Palestinian SMEs Companies with more focus on new or potential exporters project funded by the Aid for Trade Initiative for Arab State (AFTIAS) through UNIDO 2017-2018</b> The project targeted 200 new/potential exporters to increase their awareness on Palestinian Business environment, Palestinian export culture, Trade agreements signed between Palestine and other countries. How to target export markets, other related issues.</li> <li>- <b>Technical committee member of Palestinian Upgrading and Modernization Program (PUMP).</b> The project was funded by The Aide-Mémoire AFD and implemented by three main private sector organizations; Palestinian Federation of Industries, Chamber of Commerce and Palestine Trade Center (2016-2020)</li> <li>- <b>Led the Palestinian participation at EXPO Milan 2015 on behalf of the government and the Private sector.</b></li> <li>- <b>Lead the initiative of Palestine Exporters Week in 2015 (Canadian, DEFID, EU, FAO , and UNDP</b></li> </ul> </li> </ul>
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				<p><b>) FUND.</b>  The Initiative consist of four main activities; Private sector exhibition; Panel discussions that included EU Palestine head of mission, UNDP Palestine head of mission, and representative from World Bank head office. The panel discussed the importance of export toward building the sustainable Palestinian economic. Another panel that included local and international journalists also discussed the importance of media in improving the international image of Palestinian business environment and the private sector success story; Present the Turkish experience in export development and promotion; and the Exporter of the Year Award</p> <ul style="list-style-type: none"> <li>- <b>Trade Diversification / Competitiveness Enhancement Program funded by EU 2011-2014</b>  The overall program objective was to increase exports direct contribution to the GDP through enhanced competitiveness and higher volumes of Palestinian good and services. The program consists of 3 components: Trade Corridors facilitation, Formulation of the first National Export Strategy, and Improved export performance and competitiveness of the Palestinian service sector and increased volume of services exports;</li> <li>- <b>Cross- Border Business cooperation Initiative (2006 until now), funded through different donors; Norway USAID mainly and Dutch recently.</b>  The main objective was to increase export readiness of the Palestinian private sector to the Israeli market.</li> <li>- <b>Increase export from Palestine funded by Canadian government.( 2011-2014)</b>  The project focused on achieving strategic shift in PalTrade’s functions from trade development to export development, from an information providing entity to a market intelligence, and from working on Sectoral level to be more focus on the firm level technical assistance.</li> <li>- <b>Annual Export promotion plan that focusing on increasing export to Arabic and Islamic countries funded by the Islamic Development Fund- IDB.(2011-2017)</b>  The plan mainly focused on participation in Exhibitions and organize Business to business</li> </ul>
June 2008- August 2011			Trade Policy Executive Manager	Executive Manager at PalTrade’s Trade Policy Department in charge of planning, development, overseeing, revision, modifying and approval of all projects plans before implementation. Managed the following projects: <ul style="list-style-type: none"> <li>• <b>Project Manager : Trade Corridors’ Facilitation Project (European Union, 2008-2009)</b>  <u>Project Manager</u>  Looking for alternative trade corridors for Palestinian Export and import and Prepare position papers on the needed infrastructure need on KING Hussain Bridge to maximize the private sector utilization of the bridge for export.</li> </ul>

				<ul style="list-style-type: none"> <li>● <b>Project Manager</b> : National Economic Dialog Program – NEDP III (SIDA, 2008- 2009) Leading the implementation of third <b>National Dialogue conference between private and public sector</b>. The conference took place with the aim to strengthen the Partnership and dialogue between Private and public sector and to <b>create better enabling business environment</b>.</li> <li>● <b>Project Manager : Privat Sector Technical Unit (PSTU) (SIDA, 2009-2011)</b> <b>Project Manager and Member of the Private sector technical UNIT which consist of related Palestinian public and Private sector bodies to implement the Public – Private sector joint agenda;</b></li> </ul>
<p>April 2004- August 2008</p>			<p>PalTrade Gaza- Executive Manager</p>	<ul style="list-style-type: none"> <li>● Program Development and fundraising on behalf of PalTrade in the Gaza Strip.</li> <li>● <b>Developed monitoring mechanisms for programs' implementation, activities and outputs;</b></li> <li>● <b>Represented PalTrade and the Palestinian private sector</b> in the Gaza disengagement technical committees, specifically the Committee for Industrial Estates and Committee for Crossing Points Project with the related public sector counter parts.</li> <li>● Networking with Gaza industry associations, <b>SMEs</b> and PalTrade members.</li> <li>● <b>Managing partnerships and joint programs aimed at developing SME capacities and improving export.</b></li> <li>● Developing relationship with donors and counterpart local organizations.</li> </ul> <p><b>Manages the following projects:</b></p> <ul style="list-style-type: none"> <li>● <b>Project Manager: Cargo Movement Project (World Bank, 2005-2011)</b> Commercial crossing points system between Gaza - West Bank, Gaza - Israel and West Bank - Israel and its impact on the private sector mainly the export products.</li> <li>● <b>Deputy Project Director: Gaza Agricultural Project GAP- an Emergency Project –( Palestinian National Authority 2005);</b> The Palestinian National Authority requested PalTrade to maintain the productivity agricultural assets of Gaza settlements following the Israeli withdrawal from Gaza Strip.</li> <li>● <b>Cash Crops Consultant: Trade Project- ATDP. (USDA 2004- 2005)</b> Assist in designing, managing, implementing, monitoring and evaluation of an agribusiness-marketing plan for Gaza agricultural sector.</li> <li>● <b>Project Manager: Internship Assistance Program in Gaza- on job training. (Sida Through UNDP 2006-2007);</b></li> </ul>

				6 months program Targeting 250 fresh graduates in the field of IT diffusion
October 1999- April 2004			Senior Marketing Officer, Gaza	<ul style="list-style-type: none"> <li>Identify potential markets for Palestinian goods and services and devise appropriate developmental activities.</li> <li><b>Identify Palestinian companies with potential for export and develop programs to assist them in accessing markets outside Palestine.</b></li> <li>Arrange and facilitate inward and outward trade missions.</li> <li>Develop export promotion activities such as exhibitions</li> <li>Organize the Participation in international exhibitions; International exhibition in Egypt, Jordan, Dubai, etc.</li> <li>Develop and prepare marketing plan for related sectors in Gaza Region</li> </ul>
May 1994- September 1999	<b>Palestine Gaza</b>	Development Resource Center - DRC Mr. Aladeen Shawa	Sub sector development unit director -	<ul style="list-style-type: none"> <li><b>Develop strategies for developing different industrial sub-sectors in the Gaza Strip EC fund.</b> These strategies were utilized as a guide for development interventions in these sectors in order to ensure maximum benefits for the Palestinian economy.</li> </ul>
			Technical training coordinator	Coordinate all training courses conducted by DRC.
			Research Engineer	Conduct general and subsector field research on manufacturing enterprises in the Gaza Strip in the food processing and packaging subsector with emphases on the technology of manufacturing processes and the level of skill of the work force.
1994- 1998	Palestine Gaza	-Khazendar Electrical Industries Co., -High-Line Engineering Office,	Electrical Engineering	Design of lighting and electrical systems for residential and commercial structures.

## Professional Training

- (November 2017) Enhancing Entrepreneurial Eco System at PalTrade. Tailor Made Training by MAASTRICHT SCHOOL OF MANAGEMENT – Netherlands.
- (May 2017) Knowledge Transfer Sharing Between Italian Trade Agency (ICE) and Palestine Trade Center (PalTrade). Study Tour Program in Italy.
- (December 2016) Best Practices for International Business – **Internationalization of SMEs**- Under the sponsorship of the Italian Ministry of Economic Development.
- (November 2016) Mini- Workshop on Strategy, Change and Performance Measurement through International Trade Center- ITC in Morocco.
- (March 2004) Strategic Planning Workshop- Through Druker Foundation Self- Assessment Tool- three days full time training The Training was conducted in Gaza by Maram Project and funded by USAID.
- (October 2003) Effective Meeting & Inter- Personal Managerial Skills- 12 Training hours. The Protocol & Etiquette Academic Center of Excellency Middle East- Egypt conducted the training program. The course is supervised by Ateas Incorporation, International Protocol & Etiquette Institute; Ohio, USA.
- (2002-2003) AEP – Association Executives Program in Association Management - (Gaza, Palestine).
- (Jan.2000) Techniques for Measuring Customer Satisfaction Gaza, GLOBAL.
- (March 1998) Training of Trainers; Held in Gaza- Development Resource Center- DRC Sponsored by the AF Swedish Management Group, Funded by Sida.
- (Feb. 1998) Training Institution Study Tour in UK for one week. Through the British Council- Gaza.