PALTRADE

Export Promotion

Building export capacity, connections, and market opportunities

Export promotion is more than visibility: it is a structured process that helps businesses identify opportunities, engage buyers, and convert market interest into commercial relationships.

Our Objective

- PalTrade's national mandate is to lead the development of exports as a driving force for sustainable economic growth. Export promotion aims to help Palestinian businesses reach buyers, strengthen competitiveness, and pursue new market opportunities.

Core Areas of Export Promotion

Market selection	Identify promising markets by considering demand, competition, regulations, logistics, buyer requirements, and the company's production capacity.
Export readiness	Review product positioning, pricing, packaging, production capacity, documentation, and the company's ability to respond to international orders.
Buyer and partner connections	Facilitate opportunities for business matchmaking and engagement with importers, distributors, retailers, and other potential partners.
Trade promotion	Use exhibitions, business events, promotional materials, and digital channels to increase awareness of Palestinian companies and products.
Knowledge and skills	Strengthen understanding of export procedures, market expectations, negotiation, buyer communication, and follow-up practices.
Results and learning	Encourage companies to track leads, buyer meetings, quotations, samples, orders, export value, and repeat business.

Measuring Progress

- Useful indicators may include the number of companies supported, export-ready companies, qualified buyer contacts, business meetings, quotations issued, samples requested, contracts secured, new markets entered, and export sales generated.

- Targets and results should be reported using verified data, clear time periods, and a consistent methodology.

From Promotion to Sustainable Growth

- Effective export promotion combines market knowledge, company preparedness, credible product information, relevant buyer connections, and consistent follow-up. Results depend on market conditions and the readiness and capacity of each business.

The activities and indicators above are a general framework; programme-specific services and verified results should be confirmed with PalTrade.