

# Tapping Into Global Talent

Accessing Human Resources in External  
Markets to Scale Palestinian Startups



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**A**s the Palestinian tech ecosystem continues to flourish, local startups are increasingly looking to scale their operations beyond the region. A critical component for achieving this growth is tapping into global talent pools to secure the human resources necessary for expansion. This article explores the various strategies and channels that Palestinian startups can leverage to access human resources in external markets, ultimately positioning themselves for success on the world stage.

The first step for Palestinian startups that seek to access global talent is recognizing the importance of creating an inclusive and diverse work environment. By fostering a culture that welcomes individuals from a variety of backgrounds and perspectives, companies can better position themselves to attract top talent from around the world.

Ecosystem enablers, such as accelerators and incubators, play a crucial role in supporting the growth of Palestinian startups and connecting them to

global talent. These organizations provide resources, mentorship, and networking opportunities that can help startups establish linkages with international partners and markets. They also sponsor Palestinian startups to participate in regional conferences and events, enabling them to showcase their innovations and connect with potential investors, collaborators, and talent.

Another crucial aspect of tapping into global talent is leveraging remote work and the gig economy. The rise of remote work has opened up new possibilities for Palestinian startups to access a diverse range of professionals from around the world. By embracing remote work and flexible employment arrangements, these companies can secure the necessary expertise



Startups Without Borders summit held in Cairo in February 2023.

To access global talent, Palestinian startups should also consider collaborating with international partners and networks. Joining global entrepreneurship and innovation communities can provide startups with valuable resources, connections, and support in their quest to scale. Such partnerships can facilitate access to new markets, mentorship opportunities, and potential investors, all of which contribute to the growth and success of a company.

and skills to scale their operations without the constraints of geographical boundaries.

In addition to remote work, Palestinian startups can explore talent-sharing initiatives and joint ventures with other companies in similar industries or markets. Such collaborations can provide mutual benefits for all parties involved, as they offer access to new markets, resources, and expertise. By entering into strategic partnerships,



Palestinian startups can leverage the strengths and networks of their partners to scale more efficiently and effectively.

One region ripe with talent that Palestinian startups can tap into is Egypt. Its highly skilled workforce, exposure to international corporations, and affordable currency make it an attractive destination for Palestinian startups looking to scale. Moreover, the proximity and cultural similarities between the two regions can facilitate smoother collaboration and integration. The strong Egyptian ecosystem, characterized by a growing number of tech startups, accelerators, and incubators, further enhances the appeal of Egypt as a source of talent and potential partnerships for Palestinian startups.

The markets of Saudi Arabia and the United Arab Emirates, plus the broader MENA region market, also hold significant potential

for Palestinian startups seeking to scale. These countries have rapidly growing tech ecosystems, substantial financial resources, and an increasing focus on innovation and entrepreneurship. By establishing a presence in these markets, Palestinian startups can access a wealth of talent, investment opportunities, and strategic partnerships that can propel their growth and success.

Moreover, participating in international industry events, trade shows, and conferences can provide Palestinian startups with ample opportunities to network with professionals in their fields and establish connections with potential talent. By engaging in these events, startups can showcase their innovations, company culture, and growth opportunities, ultimately attracting skilled individuals who can contribute to their success.

However, there are several obstacles that Palestinian startups

may encounter when recruiting talent from other countries. Some of these challenges include language barriers, cultural differences, visa and work permit requirements, and varying legal and regulatory frameworks. To overcome these hurdles, Palestinian startups should invest in building strong relationships with local partners and stakeholders in target countries, as well as seeking the support of accelerators, incubators, and industry experts.

In addition to accessing talent from external markets, investing in local talent development is crucial for the long-term growth and sustainability of the Palestinian tech ecosystem. By nurturing homegrown talent, Palestinian startups can ensure that they have a steady pipeline of skilled professionals to support their scaling efforts. Initiatives such as partnerships with local universities and technical institutes, as well as mentorship and training

programs, can help cultivate a skilled and capable workforce that can drive the continued growth and success of Palestinian startups.

In conclusion, tapping into global talent is a vital component for scaling Palestinian startups and positioning them for success on the world stage. By leveraging a diverse array of strategies, including creating an inclusive work environment, partnering with ecosystem enablers, and embracing remote work and the gig economy, these companies can access the human resources necessary to drive their growth and expansion. In addition, by overcoming obstacles and investing in local talent development, Palestinian startups can ensure a sustainable and thriving tech ecosystem, both at home and abroad.

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