

أصالة
ASALA

أصالة للتنمية والإقراض

ASALA FOR CREDIT AND DEVELOPMENT



ASALA Company

ASALA is a private company licensed as for-profit Specialized Lending Institution by the Palestinian Monetary Authority (PMA).

Our Mission:

To contribute to the promotion and the empowerment of women and young people who are earning modest incomes by offering them appropriate financial services to establish and develop productive projects, create jobs and thereby contribute to sustainable and fighting poverty in Palestine

- Lending services started in 1997 by our Parent “ASALA NGO”, and the lending services were moved to ASALA Company when established in 2014
- Our main shareholders are:

Asala NGO **72.51%**

Palestine Investment Fund **26.83%**

Others **0.66%**

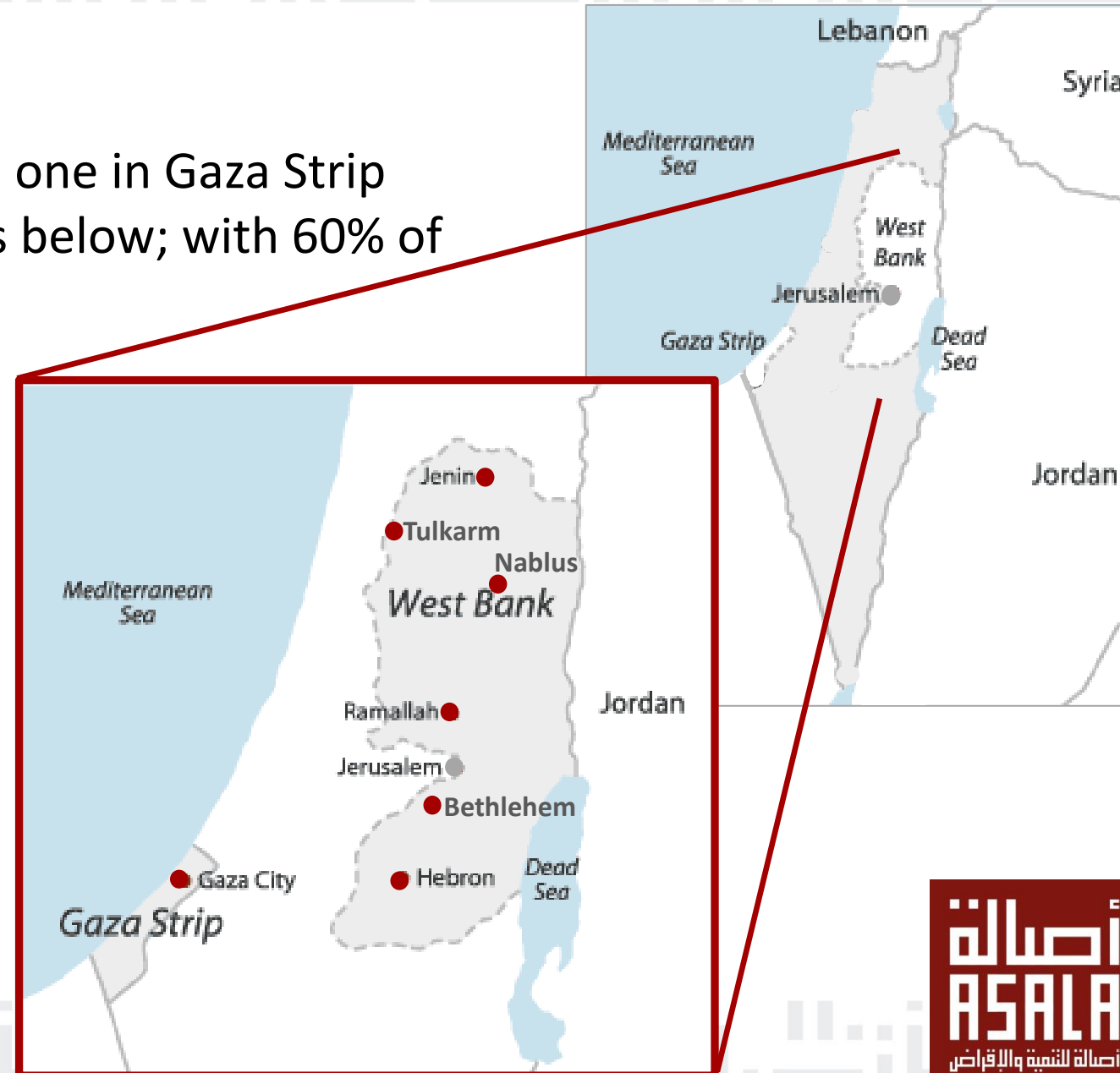
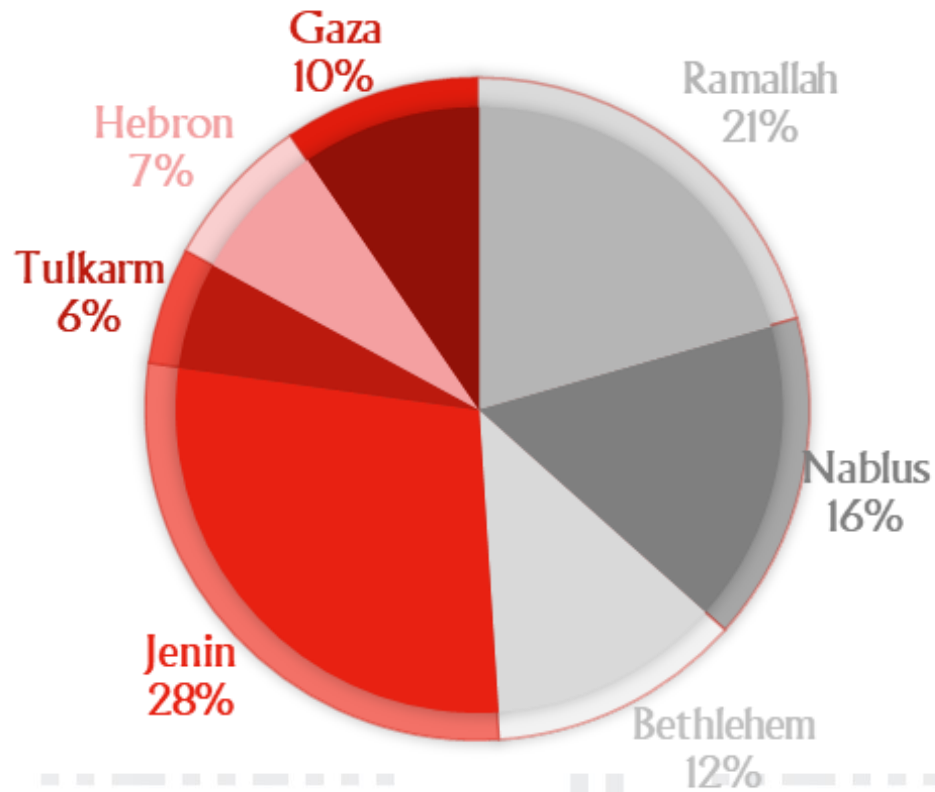
What we do

- Our business is to offer micro & small loans to small entrepreneurs with a focus on women and younger clients.
- The loans offered range from 500 to 40,000 USD, with tenors from 6 to 48 months.
- We work mostly in small villages.



Geographical Allocation

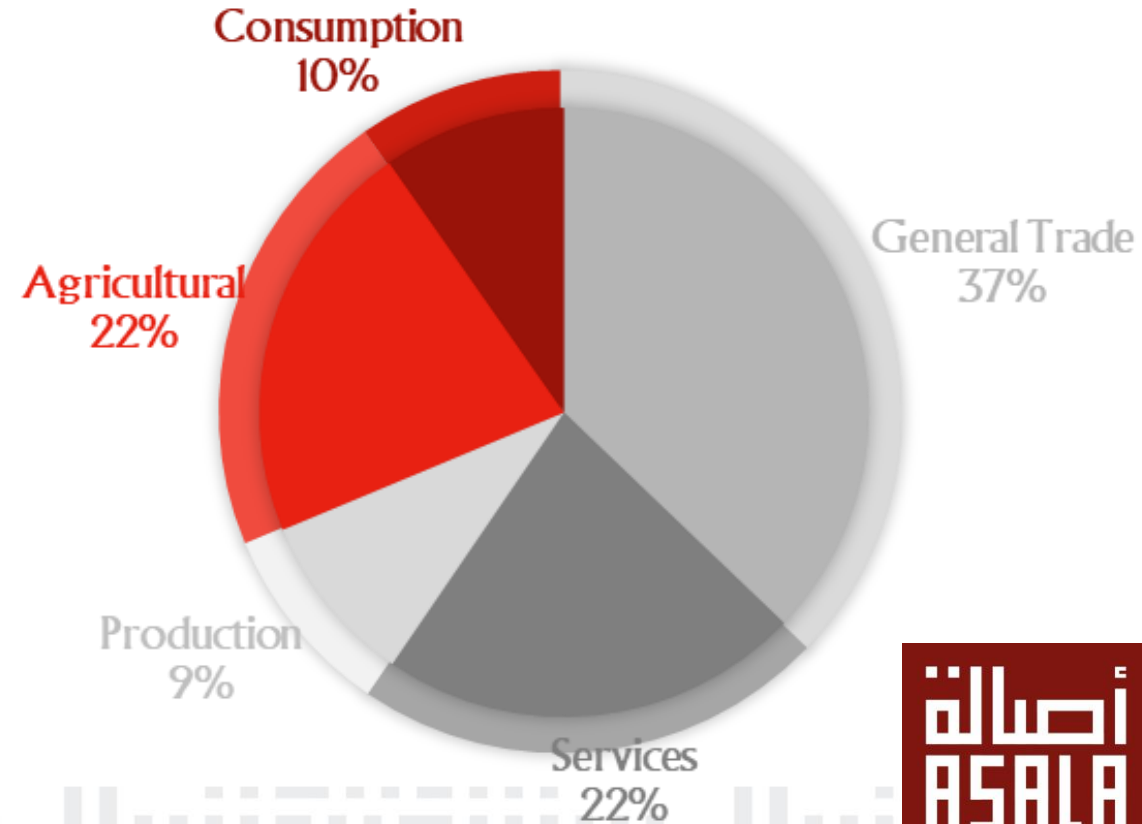
We have six branches in West Bank and one in Gaza Strip
Our portfolio allocation per branch is as below; with 60% of customers in rural areas:



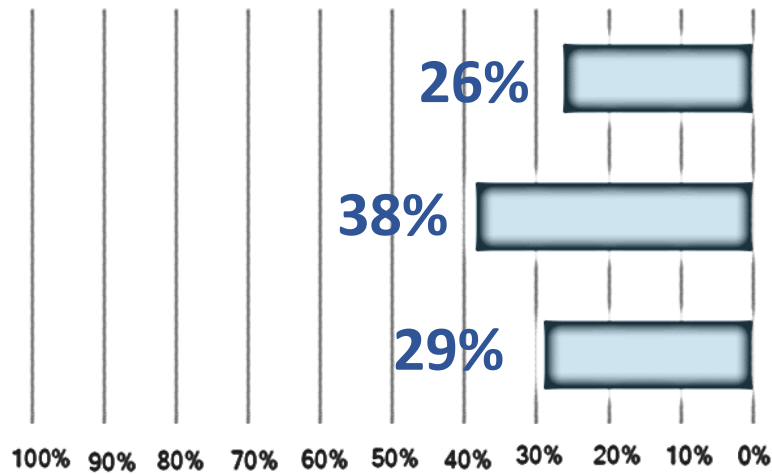


Sector Allocation

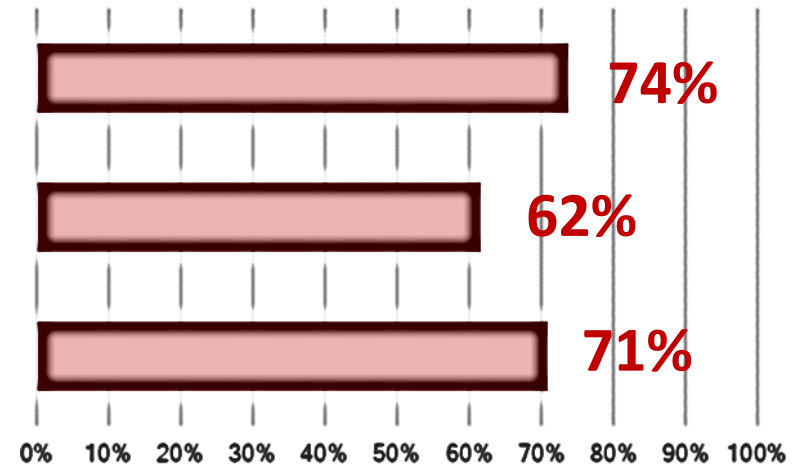
Only 10% of our portfolio is for personal consumption;
Our portfolio allocation per sector is as below:



Gender Allocation



Number of Loans
Portfolio Amount \$
Number of Employees





ASALA
Stories

Statistics of the State of Palestine



Current

	<u>Land Area</u>	<u>Population</u>	<u>Density</u>	<u>Unemployment</u>	<u>Poverty</u>
West Bank:	5,655 km ²	3.1 mm	522 p/km ²	14.6%	13.9%
Gaza Strip:	365 km ²	2.1 mm	5,373 p/km ²	45.1%	53.0%
Total:	6,020 km ²	5.2 mm	816 p/km ²	25.3%	16.8%
(land and water):	6,257 km ²				

Current

	<u>Population</u>	<u>Unemployment</u>	<u>Daily Wage</u>
Men:	51%	13.2	\$39.9
Women:	49%	42.1%	\$31.3
		27%	
		63.6%	
		WB	Gaza

Economical Overview

Key economic sectors and percentage (%) of Gross Domestic Product

- Agriculture and fishing (3.2%)
- Mining, manufacturing, electricity and water supply (13.3%)
- Construction (6.3%)
- Wholesale and retail trade and repair (18.2%)
- Transportation and storage (2.0 %)
- Financial and insurance activities (3.7%)
- Information and communications (4.0%)
- Services (20.2 %)
- Public administration and defense (15.1%)
- Other (14 %)

Total Gross Domestic Product: US\$13.7 billion

Agriculture's contribution to Gross Domestic Product, or GDP, declined from 37% at the end of the 1970s to 3.2%

More than 90% of the private sector consists of SMEs. This sector has proven to be robust, especially when meeting local needs for construction, agriculture, trade, and services. So far, however, only a few export-oriented businesses have managed to demonstrate their international competitiveness.



Economical Overview

Restrictions resulting from the political situation continue to be the most significant impediment to economic growth.

Three main explanations for the poor performance of the Palestinian economy: border closures; withholding of tax revenues; and labor flow reductions to Israel.

Although the economy has grown during certain intervals thanks to inflows of aid from the international donor community, this growth is unsustainable in the long-term. Growth has not translated into sustainable employment generation. The longstanding needs to create jobs remains. At the same time, cuts in foreign aid and other external and internal factors have led to a deepening fiscal crisis, which has undermined financial stability



Political Overview

State of Palestine is Divided two:

- Gaza Strip
- West Bank (including East Jerusalem):
West Bank comprises of three divisions:
 - Area (A): fully governed by the PNA
 - Area (B): under Palestinian civil control and joint Israeli & (theoretically) Palestinian security control
 - Area (C): under Israeli civil & security control (61% of WB)

The Gaza Strip consistently has the highest rate of poverty, with around one million people living in poverty. This trend reflects the devastating impact of the Israeli occupation, the Israeli-imposed siege, and regular attacks on the Gaza Strip. Poverty figures are consistent with other indicators, such as the unemployment rate.



Financial Sector

15 banks operate in the State of Palestine in addition to 6 formal specialized lending institutions:



In
Addition
to



Department of
Microfinance

Credit Guarantee providers:

- Palestinian Guarantee Institutions:
 - EPCGF,
 - MEII,
 - Daman (with SIDI & The Ministry of Foreign and European Affairs of the Grand Duchy of Luxembourg;
- European Financial Institutions and EU Member States (EIB, Proparco AFD Group, EBRD, Sweden, Italy, Germany/KfW)

**Palestine Monetary
Authority**

**Financial Inclusion
project**

Fintech

Digitalization



الإتحاد الفلسطيني لشركات الإقراض الصغير ومتناهي الصغر
The Palestinian Union for Small and Microfinance Institutions



Asala - Palestinian Businesswomen's Association

ASALA was established in 1997 under the name Center for Women's Economic Projects (CWEP) and registered as a non-governmental organization (NGO) under the current name in 2001.



ASALA NGO Mission:

ASALA's mission is and has always been to provide services that help women in poverty to change their lives, their social position, and their future by enabling and encouraging their successful participation in sustainable economic activities.

Thank You.

