



ENTERPRISE IN MALTA



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MALTA AT EXPO ZARAGOZA 2008

Just 50 days prior to the event, Malta Finance, Economy and Investment Minister Tonio Fenech together with Ambassador Emilio Castagno, the EXPO Commissioner General and Charles Galea, EXPO Commissioner for Malta, briefed local journalists on Malta's participation at this major event being held between the 14th June and 14th September. The theme of this year's EXPO is *Water and Sustainable Development*.

This assembly of countries will facilitate a common experience and a free exchange of knowledge among citizens. Malta, as a nation, has a lot to learn from this EXPO, said Minister Fenech. One hundred and six countries will be participating in EXPO Zaragoza, together with 19

participant autonomous communities and cities. The United Nations and the European Union will also take part as international organisations. EXPO is expected to draw 8 million visitors to Spain over three months.

Malta will celebrate its national day at the EXPO on Wednesday 6th August. On that day, all focus of EXPO will be on Malta, when it will be hosting most of the activities on site. The Maltese pavilion will be situated at the heart of the EXPO site, forming an island of Mediterranean coastal states, together with the Cypriot and Monaco pavilions. Local artists will also be performing, thus highlighting qualities of the Maltese culture.

EXPO Zaragoza opens its gates everyday at 10.00 am and activities reach a climax during the mid-day parade and the evening shows that last until 4.00 am. During its 3-month duration, the EXPO site will host 4,529 different shows in 13 different venues.

Source: *The Malta Independent* - 23rd April 2008



Courtesy of EXPO Zaragoza 2008
www.expozaragoza2008.com

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MALTESE COMPANIES AT THE HOTEL SHOW IN DUBAI

Malta Enterprise will once again be coordinating the participation of Maltese companies at The Hotel Show in Dubai, being held from the 8th to the 10th June.

This is an ideal opportunity for companies based in Malta to target the region with their products and services. The event is internationally acknowledged as the essential meeting place for

entrepreneurs operating in this sector and is one of the world's most important dedicated initiatives for the hotel and hospitality industry.

The 2007 Hotel Show saw around 800 exhibitors from 43 countries, and 15 national pavilions, taking part. Around 36% of the trade visitors to the event came from outside Dubai.

Malta Enterprise also has a presence in Dubai through its office located at The Fairmont Dubai. The office provides advice and assistance to companies from the UAE and Gulf states who are exploring trade and investment opportunities offered by Malta.

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NEW WEBSITE FOR MALTA ENTERPRISE



Malta Enterprise recently launched its new website, which was completely developed in-house, with the design being based on the image adopted by the corporation last January. The content has been extensively expanded to contain more information of relevance to international investors and Maltese companies alike.

The information found on this website is conveniently grouped by topic, while a one-page site map presents a good overview of all the information available. Innovative features in the new website are an image library, which give a broad

pictorial overview of Malta, together with various corporate videos. These include a corporate video as well as sector specific videos covering the ICT industry and the Pharmaceutical industry in Malta.

This website is complemented by a wide-range of new promotional literature, many of which can also be found in electronic format on the same site. Printed versions of the promotional literature, as well as the DVDs, can be sent to interested business entities or entrepreneurs on request.

Requests are to be made on e-mail info.marketing@maltaenterprise.com

Likewise, the printed version of the Made in Malta International Business Directory 2008 will be in circulation shortly. The on-line updated version of this same directory can also be viewed on the Malta Enterprise website (under PUBLICATIONS).

www.maltaenterprise.com

BANIF BANK NOW ALSO IN MALTA

“Banif Bank Malta strives to become a key player in the Maltese market.”

Banif Bank launched its operations in Malta in January of this year. The bank has big ambitions and over the next five years aims to secure a market share of between 10% and 12%. It also wants to open 22 branches and is set to employ around 350 people.

During his welcome speech about Banif’s new venture in Malta, Comendador Horácio Roque, the Banif Financial Group Chairman said *“Banif Bank Malta strives to become a key player in the Maltese market by capitalising on the knowledge and expertise gained from other countries with the same economic and social characteristics of Malta, like Azores and Madeira.*

The Bank will offer fully-fledged financial services through a differentiation strategy based upon high quality of service standards, innovative product portfolio and advanced banking technology oriented towards efficiency gains with the aim to bring more prosperity to the Maltese market.”

Commendador Roque also gave an overview of the Bank’s dimensions. Banif S.A. (Banco Internacional do Funchal) was established in 1988 in Funchal, an autonomous region of Madeira in Portugal, following the take over of Caixa Economica do Funchal, a regional savings bank which was founded in Funchal back in 1879. Banif Group employs

4,500 people in 450 branches, including 57 insurance offices, with more than 1,000,000 clients, representing an overall market share of around 3.6% of the Portuguese financial services sector. However, in Madeira and Azores, the Bank has a market share of 26% and 34% respectively, thus making it the market leader in those islands.

Through a series of mergers and acquisitions, the Banif Group has expanded its operations and is now the seventh largest financial group in Portugal.

Source: *The Times* – 23rd January 2008

RED HERRING HOLDS EVENT IN MALTA

Red Herring, an American media company that covers innovation, technology, financing and entrepreneurial activity worldwide, chose Malta last April to award prizes to the best technologies of start-up companies in Europe.

The conference was attended by over 200 entrepreneurs, industry executives, venture capitalists and journalists. It focused on the challenges of entrepreneurship in Europe. It explored the market's appreciation of innovation as a fast-track to success, how European

firms are leading the charge in many tech sectors, the drivers for successful entrepreneurship in Europe, and how innovation is creating business opportunities for challengers and incumbents alike.

Red Herring reports that some of the winners of the coveted prizes included a Danish company that provides switchboard services for corporate mobile phones, a Czech start-up that organises internet news into more than 650,000 categories, a Swedish technology maker that lets users

control their computers just by moving their eyes, and a French start-up that simplifies the problem of creating content for hundreds of different brands of cell phones.

These were given the Red Herring 100 Award and were thus recognised as being some of the best start-ups in Europe this year.

Source: *The Times (i-tech section)* - 24th April 2008

“The conference was attended by over 200 entrepreneurs, industry executives, venture capitalists and journalists.”

VALLETTA PORT BAGS TWO AWARDS IN MIAMI CONVENTION

The port of Valletta has bagged two prestigious awards by Dream World Cruising, an influential cruise industry publication at the Seatrade Cruise Shipping Convention held in Miami in March.

VISET Malta plc received the awards for ‘Most Improved Port Facilities’ and ‘Most Improved Destination’ for the year 2007. The ‘Most Improved Port Facilities’ award acknowledged the improvement seen in the cruise product, such as berthing facilities and infrastructure as well as parking and related services, whilst the ‘Most Improved Destination’ award prized the improved landscaping, transport facilities as well as new attractions and

experiences. The awards for several categories in the cruising industry are given annually at the Convention by the Dream World Cruise Destinations magazine, published twice annually by Ashcroft & Associates.

Since 2002, Malta has been participating at this annual gathering of cruise industry professionals from across the globe. Together with the Malta Tourism Authority, VISET focused on the promotion of the Maltese Islands as the gateway to all year round Mediterranean cruising as well as a competitive homeport.

VISET Malta plc are the developers and operators of the Valletta Cruise and Ferry Terminal. The

project was inaugurated in June 2005 and incorporates two terminals, turnaround facilities, as well as internet and telephony services.

The Valletta Waterfront also offers its patrons a fusion of dining and retail outlets in addition to anchor attractions including Malta's own Carnival Museum, seaplane service and traditional ‘Dghajsa’ Harbour boat tours.

Write-up courtesy of VISET Malta p.l.c.

www.vallettawaterfront.com



SMARTCITY MALTA PROMOTED AT OUTSOURCE WORLD LONDON



Photo: Model of SmartCity Malta launched at GITEX Fair in September 2007. Courtesy of Department of Information - Malta

SmartCity participated in Outsource World London, fulfilling its ongoing commitment to promote SmartCity Malta and SmartCity Kochi to attract potential customers and investors.

Considered as the premier business trade platform for executives with a need to outsource business services, Outsource World London puts top level executives face-to-face with exhibitors who understand their particular needs and have hands-on experience delivering solutions for their companies.

SmartCity, a global network of self-sustained townships for knowledge-

based industries, engaged UK outsourcing companies to expand their business to SmartCity Malta and/or SmartCity Kochi, where they can be in closer proximity to their customer base.

Fareed Abdulrahman, Chief Executive Officer of SmartCity, and a Board Member of SmartCity Malta, said that participation at the London convention served to raise awareness and interest about SmartCity among local, regional, and international audiences and at the same time engage stakeholders.

Last September, the master plan and model of SmartCity Malta were

unveiled by Prime Minister Lawrence Gonzi in the presence of Senior Tecom Investments executives at the Gitex Technology Fair in Dubai.

Set in the heart of the Mediterranean, SmartCity Malta seeks to build a rich and vibrant knowledge-based industry cluster, primarily serving the ICT and media sectors. Being the largest foreign direct investment in the ICT and media sectors in Malta, the project is expected to bring significant benefits to the country's economy.

Source: *The Times* – 18th April 2008/*The Times* - 11th September 2007

AIR MALTA CELEBRATES 35 YEARS OF SERVICE



Thirty-five years ago, on 29th March 1973, Air Malta was registered as a limited liability company. Starting from humble beginnings with 53,500 passengers transported in the first year of operation, Air Malta now carries 2.1 million passengers every year.

Today, 35 years later, the airline has grown to

become one of the most important Maltese organisations, not only assisting the tourism sector, but also providing businesses that operate in Malta with a wide distribution network abroad.

Air Malta now serves around 50 destinations with 200 weekly flights to Europe, North Africa and the Eastern Mediterra-

nean utilising its fleet of Airbus A320s and Airbus A319s. Throughout the years, the Boeing fleet has been pivotal in Air Malta's success story.

Source: *Business Today* – 16th April 2008

www.airmalta.com



Enterprise In Malta is published by Malta Enterprise on a quarterly basis. It is a newsletter for business people and is dedicated to initiatives being undertaken by enterprises in Malta, such as their growth and successes achieved both on the local market as well as abroad. This newsletter is available on-line and can be downloaded free-of-charge from the Malta Enterprise website. Additional printed copies can be sent on request made on e-mail: info.marketing@maltaenterprise.com

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