



ENTERPRISE IN MALTA



July 2008

Issue 9

IMPRESSIVE RESPONSE TO SMARTCITY MALTA

SmartCity Malta said it has registered an impressive response and market interest from Maltese, regional and international companies looking to relocate their operations to their knowledge-based township in Ricasoli. Fareed Abdulrahman, CEO of SmartCity Dubai, stressed SmartCity's commitment to the mutual long-term vision laid out by SmartCity and the government of Malta. He added that SmartCity Malta will not only be developed in an environmentally sustainable manner, but it will also generate sustainable investments from local, regional and international business partners.

SmartCity Malta and SmartCity Kochi are the first two

projects to be part of the global network of knowledge-based industry townships that SmartCity seeks to develop.

With an investment outlay equivalent to US\$300 million, SmartCity Malta promised to transform Malta into a state-of-the-art ICT and media business community based on the successful models of Dubai Internet City and Dubai Media City.

Phase One of SmartCity Malta was launched in June. In this phase, the majority of the space is dedicated to ICT and media offices, an impressive 20,034 square metres, providing a thoughtful environment, intelligent infrastructure and premium support services.

From its breathtaking view of the one-kilometre Mediterranean seafront stretch, to its outstanding open spaces, lagoon and amphitheatre, SmartCity Maltese is selling itself as a unique destination in the Mediterranean.

Mr Claudio Grech, the newly appointed CEO of SmartCity Malta said that this project will give a face-lift to the Malta economy. It will catalyse the ICT and media industries to become economic pillars together with tourism and financial services.

Source: *The Times* - 16th June 2008/*The Times (Business)* - 19th June 2008.

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MALTESE WINES ON SHOW IN LONDON

Malta Enterprise supported the participation of three of Malta's leading winemakers who joined forces by exhibiting together at this year's prestigious London International Wine Fair held at ExCel Exhibition Centre last May.

Camilleri Wines, Emmanuel Delicata Winemaker Ltd and Marsovin took the initiative to create a Malta National Pavilion instead of exhibiting as individuals. This created

more of an impact at a wine trade fair such as this event, where many major wine-growing countries in the world have a national pavilion.

The Maltese contingent exhibited authentic quality wine brands produced entirely from Malta and Gozo grown grapes. They also promoted the newly introduced QWPSR-DOK and IGT classifications. The companies had a wide

choice of well-made, fruit packed quality wines that were well presented and which offered good value, sought after by wine buyers and wine critics alike.

Source: *The Times* - 16th May 2008

www.camilleriwines.com
www.delicata.com
www.marsovin.com

MALTESE INVENTION WINS INTERNATIONAL AWARD

Hydro Electric Power Worldwide

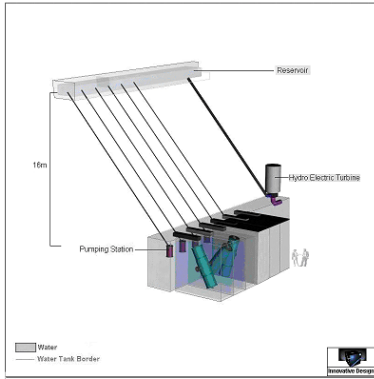


Diagram: Courtesy of Mr Spiteri Sargent

Joe Spiteri Sargent and Ing. Marco Cremona participated in the 2007 Energy Globe Award Ceremony held last June in Brussels. The theme of the conference was *Awareness raising and best practice as key tools for implementing energy efficiency.*

The Spiteri Water Pump, a fuel-free electricity generating machine developed by Mr Spiteri Sargent was awarded the national prize. A total of 853 projects from 109 countries were submitted. These fell under five categories: Earth, Fire, Air, Water and Youth.

According to Mr Spiteri Sargent, the main benefits

of this innovative product are that it has very low running costs and operates without the use of consumables. It uses a method for harnessing latent energy naturally present in water. The machine can be placed in any water body in the world and produces energy 24 hours a day, 7 days a week. There are no emissions from this energy transfer process.

The winners were selected by a panel which included members from the United Nations Industrial Development Organisation, World Bank, and the European Renewable Energy Council. The ceremony was attended by many high-profile

personalities including Hans-Gert Pottering, José Manuel Barroso and Kofi Annan. Former Russian President Mikhail Gorbachev was also present as an Honorary Guest.

The International Energy Globe Awards, the world awards for sustainability, have been held annually since 1999 to recognise projects that make careful and economic use of resources and employ alternative energy sources.

Source: Malta Independent on Sunday - 1st June 2008/ Gozo Enterprises Ltd

CVA RECOGNIZED AS EUROPEAN BEST PRACTICE

“With the CVA, we have proved that we can be innovative when addressing our traffic congestion challenges.”

The Controlled Vehicular Access (CVA) System in Valletta, Malta’s capital city, was recently voted the European best practice case study of 2007 by the European Local Transport Information Service (ELTIS).

ELTIS is Europe’s most recognised web portal on urban transport and mobility that provides information and supports a practical transfer of knowledge and exchange of experience in the field of urban and regional transport in Europe between transport authorities.

The CVA in Valletta was launched on 1st May 2007. The Automatic Number Plate Recognition

(ANPR) automated system takes photos of vehicles as they enter and exit the charging zone, and vehicle owners get billed according to the duration of their stay.

An average of 80,000 vehicles now access Valletta every month as opposed to the maximum of 33,000 holders of the old Valletta-access licence. As a result, more people use Valletta’s retail and other services.

The scheme has generated interest in other European countries where policy makers are currently evaluating the possibility of introducing similar systems to protect the environment. The scheme is also being

presented at the European Local and Regional Government Finance Conference in Rome.

“With the CVA, we have proved that we can be innovative when addressing our congestion challenges and we can be successful. Technology is an important tool in achieving these aims and the CVA has been an important step in this effort, which we will be boosting in the coming months and years” said Minister Austin Gatt, responsible for Infrastructure, Transport and Communications.

Source: The Malta Independent – 3rd June 2008

CELEBRATING 80 YEARS OF CISK

Cisk Lager, the iconic Maltese beer brand, celebrates its 80th birthday this year, 80 years that are closely linked to Malta's history and its industrial as well as economic evolution.

Cisk Lager was launched in 1928 by the Malta Export Brewery, originally as Cisk Pilsner. The Malta Export Brewery merged with Simonds Farsons Limited in 1948 to become Simonds Farsons Cisk. Cisk Lager has since become a key brand in the portfolio of the company winning several major international awards over the years.

Among the most significant are winning the UK's Brewex Competition in 1980 when it was awarded gold medals in the "Lager" and "Best Overall" categories. In 1995 Cisk Lager received the top prize in the Australian Beer Awards and was presented with

the Pfizer Food Science Trophy for the lager obtaining the highest number of votes in the same competition. In 2005, Cisk Lager placed second in the International Lager Competition category Class 1, of The brewing Industry International Awards. While in 2007, Cisk Lager was awarded the World's Best Standard Lager title by Beers of the World, an international consumer beer magazine, written by the world's leading beer writer.

"We are extremely proud of these international Awards" says Farsons Group CEO Louis A. Farrugia. He added that these Awards confirm the company's commitment to continue giving customers a beer of excellent quality with a rich tradition and heritage.

Cisk Lager is a golden-coloured, bottom-fermented beer with a

distinctive and well-balanced character, with its recipe remaining unchanged since the original 1928 Cisk Pilsner. It is brewed to the highest standards using the choicest raw materials.

However the company has not rested on its laurels. Bringing innovation to the local market, Simonds Farsons Cisk introduced Cisk Export, a premium smooth-tasting version of the beer. It has gone on to become the company's flagship export beer. Cisk Excel, a low-carb version of the original Cisk, but with the same great taste, was introduced last year. These additional members of the Cisk family are also holders of international awards in their own right.

Source: *The Malta Independent* – 20th June 2008

www.farsons.com

"We are extremely proud of these international Awards - confirming the company's commitment to its customers."

BAXTER AS MODEL OF ENVIRONMENTAL EXCELLENCE

Baxter were recently presented with the Ambassador's Award for Environmental Excellence by Molly Bordonaro, the US Ambassador in Malta.

Through its various initiatives, Baxter is a company that serves as a model of environmental excellence to Malta and the rest of the world, said Ms Bordonaro. She explained that the award recognises American companies based in Malta that

have made a difference to the environment.

Baxter's manufacturing director said that the company managed to reduce its energy consumption by 10% in 2007, thanks to heavy investment in energy-efficient products. The company also focused on reducing waste at source. Between 2006 and 2007, it managed to reduce the generation of waste by 20%. Baxter also included the community in

its green initiatives, participating and sponsoring various embellishment and afforestation projects.

Baxter is a global healthcare company that applies its expertise and produces medical devices, pharmaceuticals and biotechnology.

Source: *The Malta Independent* – 4th June 2008



Photo: Courtesy of Baxter Ltd - Malta

GOOD RANKING FOR MALTA IN HEART HEALTHCARE



Photo: Mater Dei Hospital—Malta

At the launch of the First Euro Consumer Heart Index in Brussels on 3rd July, the Maltese performance ranked 15th out of the 29 participants. Luxembourg leads with a score of 836.

The Heart Index compares the healthcare systems around Europe from a consumer point of view. In five categories, covering 28 performance indicators, Malta scored 670 points out of a potential 1,000. Malta, Belgium, France,

Luxembourg as well as Switzerland were quoted as role models in terms of access to cardiovascular healthcare. These were followed by Austria, the Czech Republic, Hungary and Norway.

The Euro Consumer Heart Index provides a ranking of European cardiovascular healthcare systems across 5 key areas to the consumer: Information, Consumer Rights and Choice, Access, Prevention,

Procedures and Outcomes. The Heart Index is constructed from public statistics and independent research.

The Heart Index is produced with the help of an unrestricted grant from Pfizer Inc.

Source: *Health Consumer Powerhouse AB 2008*

www.healthpowerhouse.com

MALTA BUSINESS WORKSHOP IN FRANKFURT



On the eve of the **Festa Opera Malta** held in Frankfurt on 14th June, Malta Enterprise organised a Malta Business Workshop with the aim of introducing Malta as a business location and presenting success stories of German companies operating from Malta.

Speakers at this event included H.E. Dr John Paul Grech, Ambassador of Malta in Berlin, Dr. Stefanie Anzinger from Malta Enterprise, and

Martina Heß, Marketing Manager of ProMinent Dosiertechnik, which has been operating in Malta these past twenty years.

The festival, held at the Old Opera House in Frankfurt, provided the visitors with the opportunity of experiencing Malta from various cultural aspects such as the arts, music, gastronomy, and trade.

Several stands presented Maltese products. Malta Enterprise was also

present with its own stand where visitors could get first-hand information on investment opportunities in Malta.

Around 1,200 visitors attended the concert given by Maltese tenor Joseph Calleja and his wife soprano Tatiana Lisnic.

Source: *Malta Enterprise Germany Office*